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DEPT. OF POLITICAL SCIENCE  
UNIVERSITY OF TORONTO

**CANADA**

**DOMINION BUREAU OF STATISTICS**

**CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS**

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**WHOLESALE TRADE**

**IN**

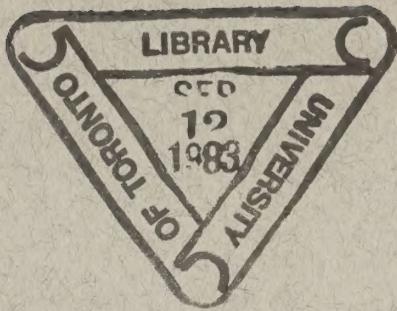
**CANADA AND THE PROVINCES**

**1933**

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Published by Authority of the HON. R. B. HANSON, K.C., M.P.,  
Minister of Trade and Commerce.

OTTAWA  
1935



NOTICE

This is one of a series of reports presenting the results of the Annual Census of Merchandising and Service Establishments for the year 1933. Other reports containing statistics of retail sales, chain stores and theatres are obtainable, on request, from the Dominion Bureau of Statistics.

A series of reports presenting detailed information on number of stores and amount of business for counties, cities and towns by kinds of business have been prepared from the returns for the decennial census. These printed reports may be obtained at a nominal price from the King's Printer, Ottawa.

Published by Authority of the HON. R. B. HANSON, K.C., M.P.,  
Minister of Trade and Commerce.

DOMINION BUREAU OF STATISTICS - CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

WHOLESALE TRADE IN CANADA, 1930 - 1933

Wholesale trade in Canada for the year 1933, according to calculations by the Dominion Bureau of Statistics, amounted to \$887,002,000 compared with the census figures of \$1,361,580,600 for the year 1930. This represents a decline of 34.9 per cent in value of sales over the four-year period. This survey of wholesale trade for the period 1930 to 1933 covers, in the main, those types of wholesale establishments classified as Wholesalers Proper for the Census of Merchandising and Service Establishments, 1931.

Comparison of sales in 1933 with those in 1930 for the chief kind-of-business groups reveals that there are wide variations in the extent of the decline in dollar volume of business. Sales of wholesale dealers in chemicals and paints were only 7.7 per cent below the 1930 totals for this group, while the business of coal dealers was lower by 16.5 per cent. Sales for both groups, however, were lower in 1932 than in 1933. The dealers handling construction materials suffered the most serious losses in trade and the volume for these groups in 1933 was less than half the total for 1930. The following are the percentage declines for dealers in these kinds of business: Metals and metal work, 51.5 per cent; Electrical, 56.9 per cent; Machinery, equipment and supplies, 60.7 per cent; Plumbing and heating equipment and supplies, 63.5 per cent; and Lumber and building materials, 63.8 per cent.

Those kinds of business for which the loss in volume of sales was from 20 to 30 per cent are: All other trades, 21.4 per cent; Drugs and drug sundries, 21.9 per cent; Paper and paper products, 23.4 per cent; Leather and leather goods, 28.6 per cent; and Petroleum products, 29.5 per cent. Losses in sales volume from 30 to 40 per cent are recorded for Foods, Tobacco and confectionery, Waste materials, Jewellery and optical goods, General merchandise, Dry goods and apparel, and Automotive.

Hardware, Amusement, photographic and sporting goods, Furniture and house furnishings, and Farm supplies show losses ranging from 40 to 50 per cent in 1933 compared with 1930.

Retail and Wholesale Trade, by Provinces

The following tabulation shows the indexes of retail and wholesale trade for the period 1930 to 1933:

Comparison of Indexes of Retail and Wholesale Sales, 1930 - 1933

W - Wholesale      R - Retail

District	1930	1931	1932	1933	Per Cent Change - Year to Year		
					31 / 30	32 / 31	33 / 32
CANADA .....	W 100.0	81.5	68.4	65.1	18.5	16.1	4.8
	R 100.0	84.4	69.6	64.5	15.6	17.5	7.3
Maritime Provinces ..	W 100.0	85.4	69.8	67.3	14.6	18.3	3.6
	R 100.0	87.7	71.4	66.0	12.3	18.6	7.5
Quebec .....	W 100.0	83.3	68.6	64.9	16.7	17.6	5.4
	R 100.0	86.4	71.4	64.7	13.6	17.4	9.4
Ontario .....	W 100.0	84.0	70.3	67.8	16.0	16.3	3.6
	R 100.0	86.5	71.5	67.0	13.5	17.3	6.3
Prairie Provinces ...	W 100.0	73.4	66.0	61.3	26.6	10.1	7.1
	R 100.0	77.3	64.9	60.0	22.7	16.1	7.6
British Columbia ....	W 100.0	81.9	64.8	63.3	18.1	20.9	2.3
	R 100.0	83.2	65.2	61.8	16.8	21.6	5.2

For Canada as a whole, the index of retail sales in 1933 was 64.5 per cent and the wholesale 65.1 per cent. A year-to-year comparison shows that wholesale sales fell 18.5 per cent in 1930 while retail sales declined 15.6 per cent. In 1932, compared with 1931, wholesale sales were down 16.1 per cent while retail sales fell 17.5 per cent. In 1933 the drop was 4.8 per cent for wholesale trade and 7.3 per cent for retail. It will thus be seen that wholesale sales in this period tended to drop earlier than retail sales, but the decline was arrested sooner for wholesale sales than for retail. The chief reason for the difference lies in the relative price movements for wholesale and retail trade.

For all provinces, except the Prairies, the year-to-year changes in wholesale and retail sales show that the former dropped more in 1931, slightly less than the retail in 1932, and considerably less in 1933. In the Prairie Provinces, retail and wholesale sales for 1933 fell to about the same extent compared with 1932.

A year-to-year comparison of sales for both lines of trade shows, with the exception of the Prairie Provinces, that the dollar volume of sales declined more in 1932 than in either 1931 or 1933. The Prairie Provinces show the largest losses in 1931 compared with 1930.

Sales by Provinces

The wholesale trade by provinces, in 1930 and 1933, is shown below:

District	Sales, 1930 \$	Sales, 1933 \$	Per Cent Change
CANADA .....	1,361,580,600	887,002,000	-34.9
Maritime Provinces .....	92,079,500	61,945,000	-32.7
Quebec .....	383,548,700	248,904,000	-35.1
Ontario .....	468,995,700	317,929,000	-32.2
Prairie Provinces .....	286,971,500	175,907,000	-38.7
British Columbia .....	129,985,200	82,317,000	-36.7

Ranked in order of the extent of the decline in sales, the provinces are as follow: Ontario, 32.2 per cent; Maritime Provinces, 32.7 per cent; Quebec, 35.1 per cent; British Columbia, 36.7 per cent; and Prairie Provinces, 38.7 per cent.

Maritime Provinces.--Wholesale trade in the Maritime Provinces was \$92,079,500 in 1930 and \$61,945,000 in 1933. Sales of wholesale dealers in groceries, dairy and poultry products, and general merchandise showed a slight increase in 1933 compared with 1932, but all other groups registered a decline.

Quebec.--Sales at wholesale in Quebec Province were \$248,904,000 in 1933 compared with \$383,548,700 in 1930, a decline of 35.1 per cent. An interesting movement in 1933 was the sharp increase in the sales of chemicals and paints, for which the index advanced from 77.8 in 1932 to 97.4 in 1933. Sales of groceries, meats and fish, and leather and leather goods showed slight increases in 1933 over 1932.

Ontario.--Sales in Ontario were \$468,995,700 in 1930 and \$317,929,000 in 1933, a decline of 32.2 per cent. Increases in sales in 1933 compared with 1932 are noted for chemicals and paints, coal and coke, and waste materials, while the sales of groceries remained at the same level.

Prairie Provinces.--While wholesale sales in the Prairie Provinces show the largest decline for any region for the period 1930 to 1933 - the volume of sales dropping from \$286,971,500 in 1930 to \$175,307,000 in 1933 - there are several striking features in the trends by kinds of business. For the Dominion as a whole, the index of sales for foods is 68.9 in 1933, while in the Prairie Provinces it is 71.6. For groceries, the Prairie index is 89.5 compared with 80.8 for the Dominion. In view of the large decrease in agricultural income in the Prairie Provinces, the maintenance of the sales of food products at such a high level is somewhat surprising. Two factors may have contributed toward this result. The first is a tendency toward greater purchasing through regular wholesale and retail channels during the past four years and, secondly, the considerable amounts spent by governmental agencies for relief purposes in the Prairie Provinces.

British Columbia.--Wholesale sales in British Columbia were \$82,317,000 in 1933 compared with \$129,985,200 in 1930, a decline of 36.7 per cent. Increases in sales in 1933 over 1932 are shown for chemicals and paints, dry goods and apparel, groceries, dairy and poultry products, hardware, machinery, equipment and supplies, and metals and metal work.

#### Comparison of Indexes of Wholesale Sales and Wholesale Prices

The total sales of wholesale establishments in Canada in each of the years 1930 to 1933 and the indexes of sales and prices are as follows:

Year	Sales	Indexes (1930 = 100)	
		Sales	Prices (Consumers' Goods)
\$			
1930 .....	1,361,580,600	100.0	100.0
1931 .....	1,109,339,000	81.5	85.3
1932 .....	930,975,000	68.4	79.8
1933 .....	887,002,000	65.1	79.6

How much of the decrease in dollar volume of sales is due to the decline in price levels, and how much to a decrease in the quantity of goods distributed by wholesale establishments, cannot be definitely stated due to the absence of price indexes so constructed as to be strictly comparable with the sales of wholesale firms. Nevertheless, the table above shows that a considerable portion of the drop in dollar volume is due to price declines. The effect of changing prices is much more pronounced in some fields of trade than in others as the following table of price indexes shows:

Index Numbers of Wholesale Prices  
(1930 = 100)

	1930	1931	1932	1933
Consumers' Goods, Total .....	100.0	85.5	73.8	79.6
Foods, beverages, tobacco .....	100.0	75.6	66.1	68.5
Coal .....	100.0	92.5	96.5	91.6
Drugs and pharmaceutical chemicals ..	100.0	91.6	83.5	70.9
Other Goods --				
Building and construction materials .	100.0	90.2	85.0	86.2
Chemicals and allied products .....	100.0	93.4	90.4	87.6
Hardware .....	100.0	97.9	96.0	94.2
Petroleum and its products .....	100.0	86.9	88.8	89.0

Probably the most comparable indexes are those for sales and prices of foods. In 1933 both the sales and price indexes stand at about the same level, 68.9 for sales and 68.5 for prices. In 1932 the respective indexes are 70.2 for sales and 66.1 for prices. This suggests that the actual quantities of food products distributed by wholesale establishments has not been greatly reduced since 1930. It also suggests that the slight rise in dollar volume of sales in 1933 over 1932, which occurred in some provinces, was due chiefly to the rise in wholesale prices.

Apart from the food group, the comparison of indexes of sales and prices leads to the conclusion that there have been reductions in quantities of goods wholesaled, particularly marked in the case of construction and building materials and allied trades.

Comparability With 1930 Census

In constructing an annual index of wholesale sales, the chief objective has been to derive the most representative measure of wholesale trade and particularly of the pre-retail business. For this reason it was necessary to make some alterations in the classifications used in the earlier census and to omit certain groups. As has already been mentioned, this annual index of wholesale trade is confined to Wholesalers Proper, with the exception of the classifications "Meats and Fish" and "Petroleum" which are discussed in detail below. Wholesalers Proper are mainly wholesale merchant importers, exporters and supply and machinery distributors. From this group are excluded such distributors as agents and brokers, manufacturers' sales branches and other types of specialized distributors. The changes that have been made in the kind-of-business classifications are outlined as follows:

Classifications Omitted

1. Farm Products (not elsewhere specified).--This group has been omitted with the exception of the class Flowers, Seeds and Nursery Stock, which has been added to the Farm Supplies group. The major class in the Farm Products group was Hides, Skins and Furs, the sales of which have fluctuated widely during the depression on account of changes in quantity handled and also in prices. The products handled were mainly unprocessed goods which entered trade after manufacture and thus were more or less a duplication of sales.

2. Forest Products (except lumber).--This group has been excluded for the same reasons as are given for Farm Products.

Classifications Changed

1. Automotive.--The class Automobiles and Other Motor Vehicles has been omitted as changes in methods of distribution seriously affected sales for this class. The other classifications in this group remain unchanged.

2. Chemicals, Drugs and Allied Products.--This group is now divided into two parts, Chemicals and Paints in one division and the remainder of the group classed as Drugs and Drug Sundries. The sales of the Drug and Drug Sundries group in the Prairie Provinces have been increased by \$868,000 for 1930 on the basis of revised figures submitted.

3. Farm Supplies.--This group now includes Flowers, Seeds and Nursery Stock. The figures for 1930 have been revised to allow for an addition of \$363,000 in sales in the Prairie Provinces.

4. Foods.--This group includes the old classification Groceries and Food Specialties and all of the group, Food Products (n.e.s.), with the exception of Confectionery and Soft Drinks, which are grouped with Tobacco.

There has been a considerable revision in the figures for Meats. The 1930 census included the wholesale branches of packing houses as well as wholesale merchants. In order to secure a more comprehensive figure for meat sales, the total domestic sales of the packing companies have now been taken, irrespective of whether the sales were made from the plant or distributing warehouse. The inclusion of plant sales has raised the total for Meats and Fish from \$103,807,700 in 1930 to \$169,109,700 for the same year. Owing to the fluctuations in the export sales of meats only the domestic sales have been taken.

5. Petroleum Products.--In the Census of 1930, Bulk Tank Stations were classified under Other Wholesalers. Although these wholesale outlets are largely controlled by refining companies, their sales are made, in the main, to retail outlets. For the annual census, therefore, the entire group of dealers handling petroleum products has been included with Wholesalers Proper. The sales figures for this group have also been revised on the basis of more complete information. Sales in 1930, as published in the Census reports, were \$220,375,500; the revised figure for the same year is \$230,169,200.

6. Tobacco and Confectionery.--In this group the old classifications Tobacco and Tobacco Products and Confectionery and Soft Drinks have been combined.

7. Waste Materials.--This group was called Iron and Steel Scrap and Other Waste Materials in the earlier census.

Groups Unchanged

1. Amusement, Photographic and Sporting Goods
2. Coal and Coke
3. Dry Goods and Apparel
4. Electrical
5. Furniture and House Furnishings
6. General Merchandise
7. Hardware
8. Jewellery and Optical Goods
9. Leather and Leather Goods
10. Lumber and Building Materials
11. Machinery, Equipment and Supplies
12. Metals and Metal Work
13. Paper and Paper Products
14. Plumbing and Heating Equipment and Supplies
15. All Other.

Method of Constructing Index of Wholesale Sales

The index of wholesale sales has been constructed from reports secured from the larger wholesale firms operating throughout the period 1930 to 1933 and is based on the results of the Census of Merchandising and Service Establishments, 1931. While the earlier census included in its scope every wholesale establishment in Canada, the census for 1933 covered only those Wholesalers Proper who reported sales of \$200,000 or more for the decennial census (this limit has now been lowered to \$100,000). For the Dominion as a whole, this meant that more than 70 per cent of the volume of sales of Wholesalers Proper was covered by the Census of 1933. From the reports received, and using the year 1930 as the base period, indexes of wholesale sales for each of the years 1931 to 1933 have been computed. These indexes have then been applied to the total sales of Wholesalers Proper in 1930 in order to arrive at estimates of the volume of sales for 1931, 1932 and 1933.

While a large portion of wholesale trade has been covered in the current census, it is clear that the figures presented in this report for the years 1931, 1932 and 1933 are estimates based on indexes computed from the returns of the establishments reporting. The chief factor which may not be reflected in the sales indexes is a decline in the number of establishments in certain kinds of business. No information is available to show the extent to which firms going out of business have not been replaced by new stores of a similar character. The possibility, therefore, of the sales of the surviving firms covered by this census not reflecting completely the trend in wholesale trade during the period from 1930 to 1933 must be noted. Changes in the number of firms are not thought to be as influential a factor in the wholesale field as in the retail as greater stability exists among wholesale establishments. It is believed that for the provincial wholesale trade as a whole the figures may be taken as approximately correct and for certain kind-of-business groups as being more accurate than for others. In certain lines of trade the annual census embraces more than 90 per cent of the sales volume.

Table I.—Summary of Wholesale Trade by Economic Divisions and Kinds of Business, 1930 - 1933

Division	Total Net Sales (Estimated)			Indexes of Sales (1930 = 100.0)			Per Cent Change 1930/1933		
	1930 (Actual)		1931	1932	1933	1930	1931	1932	1933
	\$	\$	\$	\$	\$	1930	1931	1932	1933
Maritime Provinces	92,079,500	78,660,000	64,277,000	61,945,000	100,0	85.4	69.8	67.3	-32.7
Quebec	383,548,700	319,418,000	263,178,000	248,904,000	100,0	83.3	68.6	64.9	-35.1
Ontario	468,995,700	394,106,000	329,910,000	317,929,000	100,0	84.0	70.3	67.8	-32.2
Prairie Provinces	286,971,500	210,744,000	189,444,000	175,907,000	100,0	73.4	66.0	61.3	-38.7
British Columbia	129,985,200	106,411,000	84,166,000	82,317,000	100,0	81.9	64.8	63.3	-36.7
CANADA, TOTAL	1,361,580,600	1,109,339,000	930,975,000	887,002,000	100,0	81.5	68.4	65.1	-34.9
Amusement, photographic and sporting goods	4,277,700	3,535,000	2,875,000	2,459,000	100,0	82.6	67.2	57.5	-42.5
Automotive	20,989,700	17,357,000	13,189,000	12,842,000	100,0	82.7	62.8	61.2	-38.8
Chemicals and paints	8,387,000	7,052,000	6,265,000	7,743,000	100,0	84.1	74.7	92.3	-7.7
Drugs and drug sundries	27,628,300	26,535,000	25,310,000	21,576,000	100,0	96.0	84.4	78.1	-21.9
Coal and coke	50,252,100	43,538,000	41,367,000	41,937,000	100,0	86.6	82.3	83.5	-16.5
Dry goods and apparel	102,358,100	80,832,000	66,705,000	64,285,000	100,0	79.0	65.2	62.8	-37.2
Electrical	22,981,600	17,983,000	11,945,000	9,903,000	100,0	78.3	52.0	43.1	-56.9
Farm supplies	16,036,900	13,815,000	10,054,000	8,329,000	100,0	86.1	62.7	51.9	-48.1
Foods	535,467,300	445,461,000	375,712,000	369,199,000	100,0	83.2	70.2	68.9	-31.1
Furniture and house furnishings	13,632,600	10,458,000	7,909,000	7,294,000	100,0	76.7	58.0	53.5	-46.5
General merchandise	13,478,100	10,466,000	9,214,000	8,586,000	100,0	77.7	68.4	63.7	-36.3
Hardware	65,942,600	50,451,000	39,195,000	38,000,000	100,0	76.5	59.4	57.6	-42.4
Jewellery and optical goods	10,857,500	9,460,000	7,492,000	7,115,000	100,0	87.1	69.0	65.5	-34.5
Leather and leather goods	7,377,400	5,630,000	4,933,000	5,268,000	100,0	76.3	66.9	71.4	-28.6
Lumber and building materials	51,872,100	38,182,000	22,731,000	18,769,000	100,0	73.6	43.8	36.2	-63.8
Machinery, equipment and supplies	59,320,700	33,849,000	26,040,000	23,323,000	100,0	57.1	45.9	39.5	-60.7
Metals and metal work	14,059,100	10,009,000	7,315,000	6,813,000	100,0	71.2	52.0	48.5	-51.5
Paper and paper products	22,461,600	20,810,000	18,444,000	17,204,000	100,0	92.6	82.1	76.6	-23.4
Petroleum products	230,169,200	192,647,000	179,053,000	162,324,000	100,0	83.7	77.8	70.5	-29.5
Plumbing and heating equipment and supplies	11,725,000	8,773,000	4,999,000	4,280,000	100,0	74.8	42.6	36.5	-63.5
Tobacco and confectionery	45,870,200	40,312,000	33,682,000	30,260,000	100,0	87.9	73.4	66.0	-34.0
Waste materials	10,118,100	8,062,000	5,399,000	6,669,000	100,0	79.7	53.4	65.9	-34.1
All other	16,317,700	14,124,000	13,147,000	12,824,000	100,0	86.6	80.6	78.6	-21.4

Table 2.—CANADA—Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated)				Indexes of Sales (1930 = 100.0)			
	1930 (Actual)		1931		1932		1933	
	\$	£	\$	£	\$	£	\$	£
Amusement, photographic and sporting goods	1,361,580,600	1,109,359,000	930,875,000	887,002,000	100,0	81,5	68,4	65,1
Automotive equipment and parts	4,277,700	3,535,000	2,875,000	2,459,000	100,0	82,6	67,2	57,5
Chemicals and paints	20,989,700	17,357,000	15,189,000	12,942,000	100,0	82,7	62,8	61,2
Drugs and drug sundries	18,952,600	15,765,000	11,982,000	11,550,000	100,0	83,2	65,2	60,9
Coal and coke	2,037,100	1,594,000	1,207,000	1,292,000	100,0	78,2	59,3	53,4
Dry goods and apparel	8,537,000	7,052,000	6,265,000	7,743,000	100,0	84,1	74,7	92,3
Clothing and furnishings (including millinery and shoes)	27,628,300	26,533,000	25,310,000	21,576,000	100,0	96,0	84,4	78,1
Dry goods (including notions and piece	50,252,100	43,538,000	41,367,000	41,937,000	100,0	88,6	82,3	83,5
Foods	102,355,100	80,832,000	66,705,000	64,285,000	100,0	79,0	65,2	62,4
Groceries	24,450,700	20,367,000	17,647,000	16,642,000	100,0	83,3	72,2	68,4
Dairy and poultry products	77,907,400	60,464,000	49,058,000	47,643,000	100,0	77,6	63,0	61,2
Fruits and vegetables	22,981,600	17,983,000	11,945,000	8,329,000	100,0	78,3	52,0	43,1
Meats and fish	535,467,300	445,461,000	375,712,000	369,199,000	100,0	86,1	62,7	51,9
Furniture and house furnishings	221,216,000	193,097,000	174,405,000	173,733,000	100,0	77,3	78,8	80,8
Jewellery and optical goods	48,771,000	39,871,000	34,031,000	32,352,000	100,0	71,8	69,8	66,3
Leather and leather goods	96,370,600	70,371,000	46,380,000	60,187,000	100,0	82,9	69,1	62,5
Lumber and building materials	169,109,700	137,395,000	100,000	97,873,000	100,0	84,4	59,6	57,9
Machinery, equipment and supplies	13,632,600	10,458,000	7,909,000	7,294,000	100,0	66,7	58,0	53,5
Commercial and service equipment and supplies	10,857,500	9,460,000	7,492,000	5,268,000	100,0	77,1	69,0	65,5
Plumbing and heating equipment and supplies	7,377,400	5,630,000	4,000,000	18,769,000	100,0	6,3	66,9	71,4
Tobacco and confectionery	6,379,100	38,182,000	22,731,000	23,323,000	100,0	3,6	43,8	36,2
Waste materials	6,370,700	25,341,000	26,040,000	100,0	7,1	43,9	39,3	39,3
All other	16,317,700	14,124,000	12,824,000	12,824,000	100,0	76,4	60,4	48,1

Table 3.—MARITIME PROVINCES — Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated)				Indexes of Sales (1930 = 100.0)			
	1930 (Actual)	\$	1931	\$	1932	\$	1933	\$
Total	92,079,500		78,660,000		64,277,000		61,945,000	
Automotive	1,609,200		1,218,000		993,000		966,000	
Drugs and drug sundries	1,889,600		1,753,000		1,582,000		1,531,000	
Coal and coke	565,100		532,000		439,000		448,000	
Dry goods and apparel	3,665,100		2,880,000		2,267,000		2,171,000	
Farm supplies	791,900		655,000		494,000		481,000	
Funds	40,310,900		41,953,000		34,761,000		34,852,000	
Groceries	27,231,700		26,542,000		21,017,200		21,717,000	
Dairy and poultry products	1,857,400		1,210,000		1,122,000		7,425,000	
Fruits and vegetables	7,017,500		6,762,000		4,367,000		4,149,000	
Meats and fish	15,025,800		11,441,000		10,118,700		7,636,000	
Furniture and house furnishings	3,617,700		3,691,000		3,691,000		3,691,000	
General merchandise	7,350,400		955,600		763,300		565,300	
Hardware	3,532,700		3,782,000		4,205,300		4,532,000	
Jewellery and optical goods	615,300		264,000		225,000		220,300	
Lumber and building materials	1,843,800		1,307,000		644,000		612,000	
Machinery, equipment and supplies	1,735,300		1,113,000		322,000		627,000	
Paper and paper products	924,900		811,000		693,000		619,000	
Petroleum products	15,640,800		14,515,000		12,716,000		11,684,000	
Tobacco and confectionery	1,627,600		1,300,000		1,034,000		859,000	
All other	1,959,100		1,528,000		1,285,000		1,262,000	

Table 4.—QUEBEC — Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated)				Indexes of Sales			
	1930 (Actual)	\$	1931	\$	1930 - 100.0	1931	1932	1933
Total	383,543,700		319,418,000		263,178,000		243,904,000	
Antique, photographic and sporting goods	737,000		721,000		635,000		571,000	
Automotive	3,699,900		2,934,000		2,196,000		2,133,000	
Automobile and bicycle parts	4,150,000		3,586,000		3,229,000		4,046,000	
Chemical and drug supplies	9,159,400		3,500,000		7,222,000		6,557,000	
Clothing and coat	26,711,000		22,704,000		21,102,000		19,230,000	
Furniture and apparel	45,568,400		36,020,000		23,910,000		27,700,000	
Groceries and supplies	5,954,000		4,898,000		5,521,000		5,745,000	
Haberdashery	4,758,300		4,191,000		3,183,000		2,342,000	
House supplies	151,570,600		122,211,000		108,715,000		106,732,000	
Leather	49,201,500		43,362,000		37,344,000		37,807,000	
Linen and laundry products	37,013,000		30,460,000		25,024,000		21,478,000	
Miscellaneous	77,193,400		90,202,000		17,701,000		15,177,000	
Motor vehicles	61,387,500		34,580,000		28,045,000		28,313,700	
Motor vehicles, trucks, trailers, etc.	5,857,100		4,410,000		3,5278,000		3,682,000	
Motor vehicles, tractors, etc.	4,740,000		3,422,000		2,925,000		2,455,000	
Office equipment	15,215,200		12,852,000		9,358,000		3,637,000	
Photography and motion picture film	3,427,300		3,427,300		2,613,000		2,523,000	
Printers and publishers	3,254,600		2,257,000		1,762,000		1,799,000	
Rubber and leather goods	15,440,300		9,632,000		5,412,000		4,271,000	
Stationery and building materials	14,766,500		9,242,000		5,414,000		4,730,000	
Stationery, equipment and supplies	8,423,600		5,905,000		4,490,000		4,178,000	
Metals and metal work	6,008,800		5,523,000		4,759,000		4,405,000	
Paper and paper products	35,566,000		31,789,000		28,273,000		100,0	
Petroleum products	37,398,500		2,132,000		1,262,000		1,070,000	
Plumbing and heating equipment and supplies	2,750,400		7,248,000		5,622,000		4,818,000	
Tobacco and confectionery	8,292,300		7,248,000		5,622,000		100,0	
All other	7,841,500		6,759,000		5,952,000		6,218,000	

Table 5.—ONTARIO - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated)						Indexes of Sales (1930 = 100.0)					
	1930 (Actual)	\$	1931	\$	1932	\$	1933	\$	1930	1931	1932	1933
Total . . . . .	468,995,700		394,106,000		329,910,000		317,929,000		100.0	84.0	70.3	67.8
Amusement, photographic and sporting goods . . . . .	2,763,700		2,228,000		1,738,000		1,462,000		100.0	80.6	62.9	52.9
Automotive . . . . .	8,413,300		7,334,000		5,462,000		5,285,000		100.0	87.2	64.9	62.8
Chemicals and paints . . . . .	2,950,600		2,384,000		2,119,000		2,626,000		100.0	80.8	71.8	89.0
Drugs and drug sundries . . . . .	9,194,400		9,412,000		8,403,000		8,131,000		100.0	102.4	91.4	89.0
Coal and coke . . . . .	17,155,900		16,058,000		15,801,000		18,220,000		100.0	93.6	92.1	106.2
Dry goods and apparel . . . . .	35,047,700		28,456,000		23,263,000		22,206,000		100.0	91.2	66.4	65.4
Electrical . . . . .	11,124,100		8,733,000		5,317,000		4,363,000		100.0	79.0	47.8	43.5
Farm supplies . . . . .	8,634,400		7,961,000		5,422,000		4,317,000		100.0	92.2	62.8	50.0
Food . . . . .	765,343,130		738,343,000		115,992,000		150,901,000		100.0	83.7	70.1	67.1
Groceries . . . . .	62,433,600		54,230,000		42,745,000		43,721,000		100.0	86.9	79.6	79.6
Dairy and poultry products . . . . .	120,080		57,426,000		4,136,000		4,464,000		100.0	80.7	65.8	62.7
Fruit and vegetables . . . . .	32,455,600		26,776,000		23,285,000		22,362,000		100.0	82.5	73.9	68.9
Metallic fistic	63,253,900		51,521,000		37,237,000		34,354,000		100.0	81.4	59.2	54.3
General merchandise . . . . .	4,517,100		3,537,000		1,761,000		1,593,000		100.0	75.2	59.8	57.4
Hardware . . . . .	4,452,600		3,675,000		3,299,000		3,219,000		100.0	82.5	74.1	72.5
Jewelry and building materials . . . . .	12,251,400		12,234,000		2,019,000		3,749,000		100.0	75.6	55.4	53.8
Optical goods . . . . .	5,411,600		4,543,000		5,594,000		3,543,000		100.0	84.0	62.7	61.8
Machinery, equipment and supplies . . . . .	24,377,300		13,239,000		10,522,000		8,560,000		100.0	73.3	41.4	34.4
Metals and metal work . . . . .	17,327,100		12,626,000		10,637,000		8,778,000		100.0	72.9	58.0	50.7
Paper and paper products . . . . .	4,602,000		3,152,000		2,246,000		1,977,000		100.0	68.5	48.8	43.4
Petroleum products . . . . .	9,335,200		3,525,000		7,554,000		7,150,000		100.0	91.6	80.5	76.2
Plumbing and heating equipment and supplies . . . . .	70,226,200		69,244,000		63,055,000		66,738,000		100.0	87.4	85.9	84.5
Tobacco and confectionery . . . . .	4,669,500		3,350,000		2,209,000		1,843,000		100.0	34.6	47.5	59.6
Waste materials . . . . .	6,463,800		5,365,000		5,523,000		17,260,000		100.0	92.3	77.5	67.4
All other . . . . .	8,915,100		7,493,000		6,905,000		6,507,000		100.0	83.0	54.5	71.9
										100.0	84.1	77.5

Table 6.—PRAIRIE PROVINCES — Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated)			Indexes of Sales (1930 = 100.0)				
	1930 (Actual)	1931	1932	1933	1930	1931	1932	1933
\$	\$	\$	\$					
Total	286,971,500	210,744,000	189,444,000	175,907,000	100.0	73.4	66.0	61.3
Automotive	5,239,100	4,252,000	3,316,000	3,219,000	100.0	81.2	63.3	61.4
Chemicals and paints	398,500	258,000	218,000	210,000	100.0	64.8	54.6	52.6
Drugs and drug sundries	3,974,600	3,612,000	3,134,000	2,863,000	100.0	90.9	80.4	72.0
Coal and coke	5,705,400	4,547,000	3,891,000	3,298,000	100.0	79.7	68.2	57.8
Dry goods and apparel	13,406,900	10,173,000	9,707,000	8,860,000	100.0	75.9	72.4	66.1
Fleotrol	2,285,000	1,609,000	1,207,000	1,074,000	100.0	70.4	52.8	47.0
Furniture	1,462,900	891,000	824,000	592,000	100.0	60.9	56.3	40.5
Farm supplies	112,630,700	90,875,000	80,494,000	80,593,000	100.0	80.7	71.5	71.6
Groceries	56,399,100	49,777,000	48,679,000	50,467,000	100.0	88.3	86.3	89.5
Dairy and poultry products	1,204,800	1,118,000	889,000	970,000	100.0	92.8	73.8	80.5
Fruits and vegetables	23,980,400	20,000,000	15,300,000	12,949,000	100.0	83.4	63.8	54.0
Meats and fish	31,046,400	19,980,000	15,626,000	13,207,000	100.0	64.4	50.3	52.2
Furniture and house furnishings	1,277,400	807,000	644,000	506,000	100.0	63.2	50.4	46.7
General merchandise	2,739,000	2,249,000	2,191,000	1,986,000	100.0	62.1	50.0	47.5
Hardware	16,072,500	11,444,000	10,736,000	10,351,000	100.0	71.2	66.8	64.4
Jewellery and optical goods	1,127,000	980,000	823,000	904,000	100.0	87.0	73.1	71.3
Leather and leather goods	1,758,900	1,528,000	1,662,000	1,726,000	100.0	86.9	94.5	98.1
Lumber and building materials	5,692,900	4,007,000	3,192,000	3,225,000	100.0	70.3	56.0	56.6
Machinery, equipment and supplies	21,130,400	7,998,000	7,880,000	7,200,000	100.0	37.8	37.5	34.1
Paper and paper products	3,526,800	3,262,000	3,181,000	2,927,000	100.0	92.5	90.2	83.0
Petroleum products	75,077,900	52,254,000	48,050,000	38,140,000	100.0	69.6	64.0	50.8
Plumbing and heating equipment and supplies	2,496,500	1,436,000	819,000	729,000	100.0	57.5	32.8	28.4
Tobacco and confectionery	8,791,500	6,998,000	6,198,000	6,400,000	100.0	79.6	70.5	72.8
All other	2,170,600	1,564,000	1,217,000	1,134,000	100.0	72.0	56.0	52.2

Table 7.—BRITISH COLUMBIA — Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated)				Indexes of Sales (1930 = 100.0)			
	1930 (Actual)	\$	1931	\$	1932	\$	1933	\$
Total . . . . .	129,985,200		106,411,000		84,166,000		82,317,000	
Automotive . . . . .	2,038,200		1,619,000		1,222,000		1,239,000	
Chemicals and paints . . . . .	874,800		812,000		690,000		852,000	
Drugs and drug sundries . . . . .	3,410,300		3,250,000		2,303,000		2,644,000	
Dry goods and apparel . . . . .	4,670,000		3,225,000		2,538,000		2,648,000	
Electrical . . . . .	3,414,700		2,520,000		1,960,000		1,147,000	
Foods . . . . .	56,543,100		45,677,000		35,840,000		36,569,000	
Groceries . . . . .	25,055,300		22,125,000		17,620,000		19,075,000	
Dairy and poultry products . . . . .	1,570,800		1,321,000		1,213,000		1,236,000	
Fruits and vegetables . . . . .	9,523,700		7,181,000		5,666,000		5,705,000	
Meats and fish . . . . .	20,535,300		15,050,000		11,341,000		10,553,000	
Furniture and house furnishings . . . . .	1,123,300		1,353,000		1,664,000		660,000	
Hardware . . . . .	10,313,800		7,601,000		5,229,000		5,651,000	
Jewellery and optical goods . . . . .	585,300		528,000		438,000		420,000	
Lumber and building materials . . . . .	6,310,300		4,943,000		3,121,000		2,201,000	
Machinery, equipment and supplies . . . . .	4,321,400		2,870,000		1,880,000		1,379,000	
Metals and metal work . . . . .	867,000		823,000		491,000		551,000	
Paper and paper products . . . . .	2,618,800		2,614,000		2,252,000		2,103,000	
Petroleum products . . . . .	22,825,800		21,068,000		18,445,000		17,453,000	
Plumbing and heating equipment and supplies . . . . .	1,209,200		780,000		416,000		412,000	
Tobacco and confectionery . . . . .	4,887,700		4,120,000		3,568,000		3,172,000	
All other . . . . .	3,901,500		3,010,000		2,511,000		2,650,000	







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WHOLESALE TRADE

IN

CANADA AND THE PROVINCES

1934

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Published by Authority of the Hon. W.D. Euler, M.P.,  
Minister of Trade and Commerce.

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OTTAWA

1935



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Minister of Trade and Commerce

## DOMINION BUREAU OF STATISTICS - CANADA

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Internal Trade Branch  
Chief: H. Marshall, B.A., F.S.S.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTSWholesale Trade in Canada, 1934.

Wholesale trade in Canada for the year 1934, according to calculations made by the Dominion Bureau of Statistics, amounted to \$1,023,296,000 compared with the revised total of \$900,496,000 for 1933. The increase in value of sales for the year was 13.6 per cent and brought the total above the level for 1932 and only 10 per cent below that of 1931. The index of wholesale sales on the base 1930 = 100 was 81.6 in 1931, 68.7 in 1932, 65.7 in 1933, and 74.7 in 1934.

The largest increases in sales in 1934 over 1933 were reported by dealers in industrial supplies and equipment which had suffered the most severe losses in trade between 1930 and 1933. The following are the percentage increases in 1934 for these trades:- Metals and metal work, 43.2 per cent; Waste materials, 32.7 per cent; Lumber and building materials, 31.5 per cent; Electrical, 30.3 per cent; Machinery, equipment and supplies, 29.1 per cent; Farm supplies, 24.4 per cent; Plumbing and heating equipment and supplies, 23.5 per cent; and Hardware, 21.5 per cent. Although large gains in sales were made by these trades, the decline in the preceding years had been so large that in the case of the plumbing, lumber and machinery groups sales in 1934 were still less than half the 1930 totals.

The gains reported by wholesale merchants in the staple trades were substantial. Sales in the Dry goods and apparel trade advanced 13.8 per cent, while the increase in the Food group was 11.8 per cent. In other important lines the following increases were recorded:- Automotive, 15.9 per cent; Tobacco and confectionery, 10.2 per cent; Petroleum, 7.8 per cent; and Drugs, 5.4 per cent.

Sales of coal and coke for the Dominion as a whole are shown for 1934 as slightly above the 1930 level. The largest increase took place in Ontario. Although the dollar value of sales as reported by wholesalers has increased markedly, the actual consumption has not recovered to the same extent. The chief reason for this discrepancy appears to have been the disorganized state of the bituminous market in 1930 and the stabilization of conditions in 1933 and 1934. As 1930 is used for the base period, the indexes on this base do not present an entirely accurate picture of movements in the coal trade in recent years.

The largest increase in trade was shown in the province of Ontario where sales in 1934 were \$374,288,000 or 15.2 per cent greater than in 1933. Wholesale trade in the Maritime Provinces increased 13.4 per cent and in Quebec, 13.2 per cent. An increase of 12.8 per cent is shown for British Columbia and 11.7 per cent for the Prairie Provinces. In all divisions sales in 1934 were well above the 1932 level.

Maritime Provinces.--Wholesale trade in the Maritime Provinces was \$71,044,000 in 1934 compared with \$92,302,000 in 1930. The index thus stood at 77.0 in 1934 and the indexes on the same base for the intervening years are 85.6 in 1931, 70.3 in 1932 and 67.9 in 1933. Increases in sales in the more important lines during 1934 were:- Groceries, 8.7 per cent; Meats and fish, 16.0 per cent; Petroleum products, 16.8 per cent; and Hardware, 18.9 per cent.



Quebec.--Sales at wholesale in Quebec province were \$288,417,000 in 1934 compared with \$254,696,000 in 1933, a gain of 13.2 per cent. On the base 1930 = 100 the indexes for recent years are 83.7 in 1931, 69.4 in 1932, 65.9 in 1933 and 74.7 in 1934.

Sales in the Food group in 1930 advanced 8.7 per cent but the chief factor in this rise was the Meats and fish for which an increase of 23.7 per cent is reported. Sales of Wholesale grocers were only 2.1 per cent higher but dealers in fruits and vegetables reported an increase of 14.4 per cent. Sales of wholesale dealers in dairy and poultry products declined 2.9 per cent but this was due chiefly to conditions in the export market.

Other important groups and their increases were:- Petroleum products, 15.6 per cent; Coal and coke, 15.6 per cent; Dry goods and apparel, 16.3 per cent; Hardware, 16.8 per cent; and Drugs and drug sundries, 1.9 per cent.

Ontario.--The wholesale trade in Ontario in 1934 amounted to \$374,288,000, an increase of 15.2 per cent over the level for 1933. Indexes of sales for recent years on the base 1930 = 100 are 84.4 in 1931, 70.9 in 1932, 68.9 in 1933, and 79.4 in 1934.

Sales for the Food group advanced 16.4 per cent over 1933; the gains ranged from 9.0 per cent for wholesale grocers to 29.2 per cent for Meats and fish. The Petroleum group, which is the second in importance in Ontario, showed an advance of only 3.7 per cent in value of sales, while the gains for other important groups were as follow:- Dry goods and apparel, 11.3 per cent; Coal and coke, 26.0 per cent; Tobacco and confectionery, 15.7 per cent; and Drugs and drug sundries, 9.6 per cent.

Among dealers in industrial goods the following increases in sales were reported:- Hardware, 21.9 per cent; Lumber and building materials, 39.4 per cent; and Machinery, equipment and supplies, 25.6 per cent.

Prairie Provinces.--Sales in 1934 in the Prairie Provinces amounted to \$195,416,000, a gain of 11.7 per cent over 1933. While the increase in the Prairie Provinces was less than in other divisions, this is due in part to the smaller proportion of wholesale trade in industrial lines in the Prairie Provinces compared with the country as a whole. The indexes of sales in the Prairies from 1930 to 1934 are:- 100 in 1930, 73.0 in 1931, 65.2 in 1932, 60.6 in 1933, and 67.7 in 1934.

The sales in the Food group, which form almost half the total trade in the Prairies, were 10.9 per cent higher in 1934 than in 1933. Wholesale grocers showed a gain of 6.7 per cent in sales, while sales of Fruits and vegetables and Meats and fish increased 13.5 and 19.7 per cent respectively.

Dealers in Petroleum products had sales 5.5 per cent larger than in 1933, while the increase for the Hardware group was 22.0 per cent and for Dry goods and apparel, 13.6 per cent.

British Columbia.--Wholesale trade in British Columbia amounted to \$94,131,000 in 1934 compared with \$83,418,000 in 1933. The increase in 1934 was, therefore, 12.8 per cent. Based on 1930 as 100 the indexes for succeeding years are:- 81.9 in 1931, 64.8 in 1932, 63.5 in 1933, and 71.6 in 1934.

Sales in the Food group in British Columbia rose 8.9 per cent in value in 1934. Wholesale grocers reported an increase of 5.4 per cent, while Fruits and vegetables and Meats and fish were higher by 9.2 per cent and 16.4 per cent, respectively.

Dealers in Petroleum products had an increase of 9.9 per cent in value of sales. The gains for other important groups were:- Hardware, 29.3 per cent; Tobacco and confectionery, 10.2 per cent; and Drugs and drug sundries, 6.4 per cent.



Comparison of Indexes of Wholesale Sales and Wholesale Prices.

In the period 1930 to 1934 the dollar value of wholesale sales was affected not only by changes in the physical volume of goods distributed but also by changes in the prices of commodities. The measurement of the influence of these two factors cannot be made accurately as sales are reported by kinds of business and not by commodities and also because comparable price indexes are not available. Nevertheless, the general trends in wholesale prices and dollar volume of sales give some indication of the relative movements in the physical volume of goods handled. The total sales of wholesale firms and the indexes of value of sales and of prices for the period 1930 to 1934 are as follow:-

Year	Sales	Indexes (1930 = 100)	
		Sales	Prices
		(Consumers' Goods)	
\$			
1930 .....	1,370,066,000	100.0	100.0
1931 .....	1,118,364,000	81.6	85.3
1932 .....	940,658,000	68.7	79.8
1933 .....	900,496,000	65.7	79.6
1934 .....	1,023,296,000	74.7	83.0

A somewhat clearer indication of relative movements in price and volume is given by price indexes in some of the leading lines of wholesale trade.

Index Numbers of Wholesale Prices  
(1930 = 100)

	1930	1931	1932	1933	1934
Consumers' Goods, Total .....	100.0	85.3	79.8	79.6	83.0
Foods, beverages, tobacco .....	100.0	75.6	66.1	68.5	74.9
Coal .....	100.0	99.5	96.5	91.6	91.7
Drugs and pharmaceutical chemicals ..	100.0	91.6	83.5	70.9	72.9
Other Goods --					
Building and construction materials .	100.0	90.2	85.0	86.2	90.9
Chemicals and allied products .....	100.0	93.4	90.4	87.6	87.5
Hardware .....	100.0	97.9	96.0	94.2	94.9
Petroleum and its products .....	100.0	86.9	88.8	89.0	90.8

Comparability with 1930 Census

In constructing an annual index of wholesale sales, the chief objective has been to derive the most representative measure of wholesale trade and particularly of pre-retail business. For this reason it has been necessary to make some alterations in the classifications used in the decennial census and to omit certain groups from the annual survey. In the main, the current census is confined to Wholesalers Proper with the exception of dealers in meats and petroleum products. In the case of meats the sales of packing houses as well as of wholesale branches are now included and the entire group of petroleum products is now taken. A detailed description of the classifications now used will be found in the census report for 1933. In compiling the data for 1934 the figures for the preceding years have been carefully reviewed and in a few cases the value of sales in 1930 and the indexes for the intervening years have been revised on the basis of fuller information secured for the earlier years. The more important revisions made in the 1930 figures were for Drugs and drug sundries (Maritimes and Prairies), Groceries (Ontario, Prairies and British Columbia), Fruits and vegetables (Prairies), Plumbing and heating equipment and supplies (Quebec and Prairies).



### Method of Constructing Index of Wholesale Sales

The index of wholesale sales is based on the results of the Census of Merchandising and Service Establishments, 1931, which covered all wholesale establishments operating in Canada during the year 1930. The annual census is more limited in scope and includes only the Wholesalers Proper with sales of \$100,000 or more in 1930 together with some large firms which have commenced operations since that year.

The index of sales for the years 1931, 1932 and 1933 is based on the reports of firms operating throughout the period, while the index for 1934 is based on the reports of firms operating throughout 1933 and 1934. These indexes have been applied to the total sales of Wholesalers Proper in 1930 in order to derive estimates of the dollar volume of trade in the period.

While it is believed that approximately 90 per cent of the regular wholesale trade is covered by the returns of reporting establishments, it must be borne in mind that the disappearance of old firms and the rise of new concerns are not fully reflected in the index.



Table 1.—Summary of Wholesale Trade by Economic Divisions and Kinds of Business, 1930-1934

Division	Total Net Sales (Estimated)				Indexes of Sales (1930 = 100.0)				Per cent Change 1933-34	
	1930 (Actual)	1931	1932	1933	1934	1930	1931	1932	1933	1934
Maritime Provinces	92,302,000	78,968,000	64,880,000	62,666,000	71,044,000	100.0	85.6	70.3	67.9	77.0
Quebec	386,229,000	323,269,000	267,905,000	254,696,000	288,417,000	83.7	69.4	65.9	74.7	+13.4
Ontario	471,618,000	397,832,000	334,559,000	324,828,000	374,288,000	100.0	84.4	70.9	68.9	+13.2
Prairie Provinces	288,503,000	210,683,000	188,212,000	174,888,000	195,416,000	100.0	72.0	65.2	60.6	+15.2
British Columbia	131,414,000	107,612,000	85,192,000	83,418,000	94,131,000	100.0	81.9	64.8	63.5	+11.7
Canada, Total	1,370,966,000	1,118,364,000	940,658,000	900,496,000	940,227,000	100.0	81.6	68.7	65.7	+12.8
All other	16,318,000	14,060,000	12,982,000	12,688,000	13,980,000	100.0	86.2	79.6	77.8	+10.2
Amusement, photographic and sporting goods	4,278,000	3,545,000	2,897,000	2,464,000	2,729,000	100.0	82.9	67.7	57.6	+11.2
Automotive	20,990,000	17,691,000	13,935,000	13,473,000	15,618,000	100.0	84.3	65.2	64.2	+1.5
Chemicals and paints	8,387,000	7,052,000	6,265,000	7,743,000	9,061,000	100.0	84.1	74.7	72.3	+17.0
Drugs and sundries	27,973,000	26,241,000	23,821,000	22,129,000	23,360,000	100.0	96.3	85.2	83.4	+5.4
Gasoline and coke	50,252,000	47,151,000	42,142,000	42,631,000	51,647,000	100.0	87.9	82.9	85.2	+1.9
Dry goods and apparel	102,358,000	80,906,000	64,623,000	64,336,000	73,283,000	100.0	79.0	65.3	62.9	+1.3
Electrical	22,982,000	18,613,000	11,923,000	9,972,000	12,927,000	100.0	78.4	52.2	43.4	+30.3
General supplies	16,021,000	13,977,000	10,386,000	8,729,000	10,842,000	100.0	87.2	64.8	54.1	+24.4
Foods	540,820,000	451,227,000	383,745,000	379,679,000	422,162,000	100.0	53.4	53.4	59.8	+11.8
Furniture and house furnishings	13,632,000	10,450,000	7,906,000	7,293,000	8,751,000	100.0	76.7	58.0	52.5	+20.0
General merchandise	12,478,000	10,523,000	9,302,000	8,658,000	10,256,000	100.0	102.0	78.1	69.0	+18.3
Hardware	65,942,000	59,450,000	59,155,000	38,625,000	46,202,000	100.0	76.5	59.4	57.7	+21.5
Jewelry and optical goods	10,858,000	9,313,000	7,353,000	6,935,000	8,397,000	100.0	85.8	67.8	63.9	+21.1
Leather and leather goods	7,377,000	5,668,000	4,961,000	5,225,000	5,965,000	100.0	76.8	67.2	80.9	+12.0
Lumber and building materials	52,372,000	38,261,000	22,885,000	28,212,000	24,869,000	100.0	72.8	44.7	26.5	+31.5
Machinery, equipment and supplies	59,321,000	32,681,000	24,141,000	21,789,000	28,121,000	100.0	55.1	40.7	36.7	+29.1
Metals and metal work	14,059,000	10,010,000	7,314,000	6,817,000	9,761,000	100.0	71.2	52.0	48.5	+43.2
Paper and paper products	22,462,000	20,832,000	13,488,000	17,263,000	19,140,000	100.0	92.7	82.3	76.9	+10.9
Petroleum products	230,169,000	192,821,000	179,546,000	163,315,000	176,097,000	100.0	83.8	78.0	71.0	+7.8
Plumbing and heating equipment and supplies	14,512,000	10,253,000	6,400,000	5,508,000	6,803,000	100.0	75.5	44.1	38.0	+23.5
Tobacco and confectionery	45,870,000	40,862,000	35,091,000	32,165,000	35,447,000	100.0	89.1	76.5	70.1	+10.2
Waste materials	10,118,000	7,964,000	5,290,000	6,335,000	8,404,000	100.0	78.7	52.3	62.6	+32.7
All other	16,318,000	14,060,000	12,982,000	12,688,000	13,980,000	100.0	86.2	79.6	77.8	+10.2



Kind of Business	Total Net Sales (Estimated)						Indexes of Sales (1930 = 100.0)				Per cent Change 1933-34	
	1930 (Actual)		1931		1932		1933		1934			
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$		
Total	1,370,066,000	1,118,364,000	240,658,000	900,496,000	1,2,023,296,000	100,0	81,6	68,7	65,7	74,7	+13,6	
Amusement, photographic and sporting goods	4,278,000	3,545,000	2,897,000	2,464,000	2,739,000	100,0	82,9	67,7	57,6	64,0	+11,2	
Automotive	20,990,000	17,691,000	13,745,000	13,473,000	15,618,000	100,0	84,3	65,3	64,2	74,4	+15,9	
Automotive equipment and parts	18,953,000	15,896,000	12,303,000	11,894,000	13,864,000	100,0	83,9	64,9	62,8	73,1	+16,6	
Tires	2,037,000	1,795,000	1,412,000	1,579,000	1,754,000	100,0	88,1	69,3	77,5	86,1	+11,1	
Chemicals and paints	8,387,000	7,052,000	6,265,000	7,743,000	9,061,000	100,0	84,1	74,7	92,3	108,0	+17,0	
Drugs and drug sundries	27,973,000	26,941,000	23,831,000	22,139,000	23,340,000	100,0	96,3	85,2	79,1	83,4	+5,4	
Coal and coke	50,252,000	44,154,000	42,142,000	42,881,000	51,047,000	100,0	87,9	83,9	85,3	101,6	+19,0	
Dry goods and apparel	102,358,000	80,908,000	66,823,000	64,396,000	73,283,000	100,0	79,0	65,3	62,9	71,6	+13,8	
Clothing and furnishings (including millinery and shoes)	24,451,000	20,407,000	17,712,000	16,703,000	18,533,000	100,0	83,5	72,4	68,3	75,8	+11,0	
Dry goods (including notions and piece goods)	77,907,000	60,501,000	49,111,000	47,693,000	54,750,000	100,0	77,7	63,0	61,2	70,3	+14,8	
Electrical	22,982,000	18,013,000	11,993,000	9,973,000	12,997,000	100,0	78,4	52,2	43,4	56,6	+30,3	
Farm supplies	16,037,000	13,977,000	10,386,000	8,719,000	10,849,000	100,0	87,2	64,8	54,4	67,6	+24,4	
Foods	540,820,000	451,227,000	381,745,000	377,670,000	422,162,000	100,0	83,4	70,6	69,8	78,1	+11,8	
Groceries	223,838,000	196,208,000	177,738,000	184,436,000	196,503,000	100,0	87,7	79,4	82,4	87,8	+6,5	
Dairy and poultry products	48,771,000	39,696,000	33,856,000	32,185,000	32,436,000	100,0	81,4	69,4	66,0	66,5	+0,8	
Fruits and vegetables	99,102,000	92,739,000	69,437,000	63,176,000	72,266,000	100,0	83,5	70,1	63,7	72,9	+14,4	
Meats and fish	169,109,000	132,584,000	100,714,000	97,873,000	120,957,000	100,0	78,4	59,6	57,9	71,5	+23,6	
Furniture and house furnishings	13,632,000	10,458,000	7,908,000	7,293,000	8,751,000	100,0	76,7	58,0	53,5	64,2	+20,0	
General merchandise	23,478,000	10,523,000	9,332,000	8,668,000	10,256,000	100,0	78,1	69,0	64,3	76,1	+18,3	
65,943,000	50,450,000	39,195,000	38,325,000	46,209,000	100,0	76,5	59,4	57,7	70,1	+21,5		
Hardware	9,313,000	7,358,000	6,935,000	8,397,000	100,0	85,8	67,8	63,9	77,3	+21,1		
Jewellery and optical goods	8,078,000	6,700,000	4,893,000	4,430,000	5,533,000	100,0	82,9	60,6	54,8	68,5	+24,9	
Optical goods	2,780,000	2,613,000	2,465,000	2,505,000	2,834,000	100,0	94,0	88,7	90,1	103,0	+14,3	
Leather and leather goods	7,377,000	5,668,000	4,961,000	5,325,000	5,965,000	100,0	76,8	67,2	72,2	80,9	+12,0	
Lumber and building materials	51,872,000	32,681,000	22,885,000	18,912,000	24,869,000	100,0	73,8	44,1	36,5	47,9	+31,5	
Machinery, equipment and supplies	59,321,000	5,253,000	4,237,000	3,521,000	4,344,000	100,0	78,3	63,1	52,5	60,3	+14,9	
Commercial and service equipment and supplies	6,710,000	3,002,000	3,086,000	2,698,000	3,851,000	100,0	21,0	21,6	18,9	26,9	+42,7	
Farm machinery and equipment	14,305,000	7,810,000	6,024,000	5,849,000	6,487,000	100,0	91,2	77,1	74,9	83,1	+10,9	
Professional equipment and supplies	30,496,000	17,301,000	10,794,000	9,721,000	13,739,000	100,0	56,7	35,4	31,9	45,1	+41,3	
All other machinery, equipment and supplies	14,059,000	10,010,000	7,314,000	6,817,000	9,761,000	100,0	71,2	52,0	48,5	69,4	+43,2	
Metals and metal work	22,462,000	20,832,000	18,488,000	17,263,000	16,315,000	100,0	82,2	76,9	85,2	10,9	+10,9	
Paper and paper products	14,169,000	192,821,000	179,546,000	176,097,000	176,803,000	100,0	83,8	78,0	71,0	76,5	+7,0	
Petroleum products	14,512,000	10,953,000	6,400,000	3,521,000	40,362,000	100,0	75,5	44,5	38,0	46,2	+23,5	
Plumbing and heating equipment and supplies	45,870,000	40,321,000	35,021,000	32,165,000	32,964,000	100,0	78,7	76,5	70,0	77,3	+12,7	
Tobacco and confectionery	10,118,000	7,964,000	5,290,000	3,335,000	3,404,000	100,0	82,6	83,1	73,2	71,2	+32,7	
Taste materials	16,318,000	14,060,000	12,683,000	12,282,000	13,980,000	100,0	86,2	79,6	77,8	85,7	+10,2	
All other	16,318,000	14,060,000	12,683,000	12,282,000	13,980,000	100,0	86,2	79,6	77,8	85,7	+10,2	



Table 3.--MARITIME PROVINCES - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated)				Indexes of Sales (1930 = 100.0)				Per cent Change 1933-34				
	1930 (Actual)		1931	1932	1933	1934		1930	1931	1932	1933	1934	
	\$	£	\$	£	\$	£	\$	£	\$	£	\$	£	
Total	92,302,000	78,968,000	64,880,000	62,666,000	71,044,000	100.0	85.6	70.3	67.9	77.0	64.8	70.8	+13.4
Automobiles	1,609,000	1,212,000	1,009,000	975,000	1,052,000	100.0	75.3	62.7	60.6	65.4	65.4	65.4	+ 7.9
Drugs and drug sundries	2,112,000	1,956,000	1,742,000	1,445,000	1,529,000	100.0	92.6	82.5	68.4	72.4	72.4	72.4	+ 5.8
Coal and coke	561,000	533,000	439,000	448,000	462,000	100.0	94.9	87.2	79.9	82.4	82.4	82.4	+ 3.1
Dry goods and apparel	3,665,000	2,880,000	2,287,000	2,171,000	2,455,000	100.0	78.6	62.4	55.2	67.0	67.0	67.0	+13.1
Farm supplies	792,000	703,000	597,000	576,000	691,000	100.0	88.7	75.4	72.7	87.3	87.3	87.3	+20.0
Food	49,380,000	41,780,000	34,586,000	34,685,000	38,528,000	100.0	84.6	70.0	70.2	78.0	78.0	78.0	+11.1
Groceries	27,282,000	23,541,000	21,017,000	21,717,000	23,616,000	100.0	86.3	77.0	79.6	86.6	86.6	86.6	+ 8.7
Dairy and poultry products	1,857,000	1,045,000	1,083,000	1,123,000	1,000,000	100.0	56.3	56.3	56.3	58.3	58.3	58.3	+ 3.7
Fruits and vegetables	7,218,000	5,752,000	4,309,000	4,049,000	4,699,000	100.0	79.7	59.7	56.1	65.1	65.1	65.1	+16.1
Meats and fish	13,023,000	11,442,000	8,215,000	7,836,000	9,090,000	100.0	87.9	63.1	60.2	69.8	69.8	69.8	+16.0
Furniture and house furnishings	984,000	891,000	622,000	563,000	686,000	100.0	90.6	63.2	57.2	69.7	69.7	69.7	+21.8
General merchandise	1,330,000	1,012,000	841,000	870,000	992,000	100.0	76.1	63.2	65.4	74.6	74.6	74.6	+14.0
Hardware	8,082,000	6,788,000	4,865,000	4,607,000	5,480,000	100.0	84.0	60.2	57.0	67.8	67.8	67.8	+18.9
Jewellery and optical goods	307,000	268,000	225,000	221,000	257,000	100.0	87.3	73.3	72.0	83.7	83.7	83.7	+16.3
Lumber and building materials	1,544,000	1,301,000	644,000	512,000	736,000	100.0	84.3	41.7	33.2	47.7	47.7	47.7	+43.8
Machinery, equipment and supplies	1,786,000	1,159,000	890,000	701,000	933,000	100.0	64.9	49.8	39.2	52.2	52.2	52.2	+33.1
Paper and paper products	924,000	833,000	742,000	678,000	782,000	100.0	90.2	80.3	73.4	84.6	84.6	84.6	+15.3
Petroleum products	15,641,000	14,577,000	12,888,000	11,918,000	13,920,000	100.0	93.2	82.4	76.2	89.0	89.0	89.0	+16.8
Tobacco and confectionery	1,628,000	1,451,000	1,184,000	1,053,000	1,156,000	100.0	89.1	72.7	64.7	71.0	71.0	71.0	+ 9.8
All other	1,957,000	1,624,000	1,269,000	1,243,000	1,385,000	100.0	83.0	64.8	63.5	70.8	70.8	70.8	+11.4



Table 4.—QUEBEC - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated)				Indexes of Sales (1930 = 100.0)				Per cent Change 1933-34		
	1930 (Actual)	1931	1932	1933	1934	1930	1931	1932	1933		
Total .....	386,229,000	323,269,000	267,905,000	254,696,000	288,417,000	100.0	83.7	69.4	65.9	74.7	+13.2
Amusement, photographic and sporting goods.	787,000	696,000	620,000	491,000	552,000	100.0	88.5	78.8	62.4	70.2	+12.4
Automotive . . . . .	3,690,000	2,944,000	2,189,000	2,140,000	2,227,000	100.0	79.8	59.3	58.0	60.4	+ 4.1
Chemicals and paints . . . . .	4,150,000	3,586,000	3,229,000	4,042,000	5,055,000	100.0	86.4	77.8	97.4	121.8	+25.1
Drugs and drug sundries . . . . .	9,159,000	8,582,000	7,455,000	6,869,000	6,997,000	100.0	93.7	81.4	75.0	76.4	+ 1.9
Coal and coke . . . . .	26,712,000	22,919,000	21,877,000	20,835,000	24,094,000	100.0	85.8	81.9	78.0	90.2	+15.6
Dry goods and apparel . . . . .	45,569,000	36,090,000	28,910,000	27,701,000	32,213,000	100.0	79.2	63.4	60.8	70.7	+16.3
Electrical . . . . .	5,935,000	4,896,000	3,341,000	2,748,000	3,727,000	100.0	82.5	56.3	46.3	62.8	+35.6
Farm supplies . . . . .	4,959,000	4,250,000	3,402,000	3,099,000	3,491,000	100.0	85.7	68.6	62.5	70.4	+12.6
Foods . . . . .	151,570,000	129,028,000	109,528,000	107,397,000	116,694,000	100.0	85.1	72.3	70.9	77.0	+ 8.7
Groceries . . . . .	49,921,000	43,363,000	37,345,000	37,807,000	38,600,000	100.0	86.7	74.7	75.6	77.2	+ 2.1
Dairy and poultry products . . . . .	37,018,000	30,466,000	26,024,000	24,432,000	23,729,000	100.0	82.3	70.3	66.0	64.1	- 2.9
Fruits and vegetables . . . . .	23,193,000	20,619,000	18,114,000	16,235,000	18,578,000	100.0	88.9	78.1	70.0	80.1	+14.4
Meats and fish . . . . .	41,368,000	34,580,000	28,045,000	28,923,000	35,787,000	100.0	83.6	67.8	69.9	86.5	+23.7
Furniture and house furnishings . . . . .	5,661,000	4,410,000	3,278,000	2,881,000	3,617,000	100.0	77.9	57.9	50.9	63.9	+25.5
General merchandise . . . . .	4,274,000	3,422,000	2,825,000	2,455,000	2,835,000	100.0	72.2	59.6	51.8	59.8	+15.5
Hardware . . . . .	15,213,000	12,323,000	9,356,000	8,687,000	10,147,000	100.0	81.0	61.5	57.1	66.7	+16.8
Jewellery and optical goods . . . . .	3,427,000	3,000,000	2,498,000	2,167,000	2,531,000	100.0	87.5	72.9	63.2	73.9	+16.8
Leather and leather goods . . . . .	3,054,000	2,327,000	1,875,000	1,909,000	2,034,000	100.0	76.2	61.4	62.5	66.6	+ 6.5
Lumber and building materials . . . . .	13,440,000	9,691,000	5,481,000	4,271,000	5,616,000	100.0	72.1	40.8	31.8	41.8	+31.5
Machinery, equipment and supplies . . . . .	14,767,000	9,562,000	5,949,000	5,323,000	6,564,000	100.0	64.8	40.3	36.0	44.5	+23.3
Metals and metal work . . . . .	8,424,000	5,905,000	4,490,000	4,176,000	5,770,000	100.0	70.1	53.3	49.6	68.5	+38.1
Paper and paper products . . . . .	6,009,000	5,528,000	4,759,000	4,405,000	4,951,000	100.0	92.0	79.2	73.3	82.4	+12.4
Petroleum products . . . . .	37,398,000	35,678,000	32,087,000	28,759,000	33,247,000	100.0	95.4	85.8	76.9	88.9	+15.6
Plumbing and heating equipment and supplies	5,431,000	4,209,000	2,493,000	2,113,000	2,569,000	100.0	77.5	45.9	38.9	47.3	+21.6
Tobacco and confectionery . . . . .	8,292,000	7,546,000	6,377,000	5,804,000	6,003,000	100.0	76.0	72.4	70.0	72.4	+ 3.4
All other . . . . .	7,842,000	6,677,000	5,886,000	6,422,000	7,483,000	100.0	85.1	75.1	81.9	95.4	+16.5



Table 5.—ONTARIO — Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated)			Indexes of Sales (1930 = 100.0)			Per cent Change				
	1930 (Actual)	1931	1932	1933	1934	1930	1931	1932	1933	1934	1933-34
Total . . . . .	471,618,000	397,832,000	334,559,000	324,828,000	374,288,000	100.0	84.4	70.9	68.9	79.4	+15.2
Amusement, photographic and sporting goods .	2,764,000	2,266,000	1,810,000	1,553,000	1,681,000	100.0	82.0	65.5	56.2	60.8	+ 8.2
Automotive . . . . .	8,414,000	7,566,000	5,790,000	5,690,000	6,765,000	100.0	89.9	68.8	67.6	80.4	+18.9
Chemicals and paints . . . . .	2,951,000	2,384,000	2,118,000	2,626,000	2,821,000	100.0	80.8	71.8	89.0	95.6	+ 7.4
Drugs and drug sundries . . . . .	9,194,000	9,412,000	8,403,000	8,181,000	8,964,000	100.0	102.4	91.4	89.0	97.5	+ 9.6
Coal and coke . . . . .	17,156,000	16,058,000	15,801,000	18,220,000	22,955,000	100.0	93.6	92.1	106.2	133.8	+26.0
Dry goods and apparel . . . . .	35,047,000	28,466,000	23,263,000	22,906,000	25,504,000	100.0	81.2	66.4	65.4	72.8	+11.3
Electrical . . . . .	11,124,000	8,788,000	5,317,000	4,839,000	6,096,000	100.0	79.0	47.8	43.5	54.8	+26.0
Farm supplies . . . . .	8,634,000	7,961,000	5,422,000	4,317,000	5,793,000	100.0	92.2	62.8	50.0	67.1	+34.2
Foods . . . . .	167,966,000	141,479,000	119,465,000	116,770,000	135,913,000	100.0	84.2	71.1	69.5	80.9	+16.4
Groceries . . . . .	65,111,000	57,426,000	53,308,000	55,590,000	60,595,000	100.0	88.2	81.9	85.4	93.1	+ 9.0
Dairy and poultry products . . . . .	7,120,000	5,746,000	4,685,000	4,464,000	4,998,000	100.0	80.7	65.8	62.7	70.2	+12.0
Fruits and vegetables . . . . .	32,456,000	26,776,000	23,985,000	22,362,000	25,932,000	100.0	82.5	73.9	68.9	79.9	+16.0
Meats and fish . . . . .	63,279,000	51,531,000	37,487,000	34,354,000	44,388,000	100.0	81.4	59.2	54.3	70.1	+29.2
Furniture and house furnishings . . . . .	4,517,000	3,397,000	2,701,000	2,593,000	2,742,000	100.0	75.2	59.8	57.4	60.7	+ 5.7
General merchandise . . . . .	4,453,000	3,673,000	3,299,000	3,219,000	3,879,000	100.0	82.5	74.1	72.3	87.1	+20.5
Hardware . . . . .	16,261,000	12,294,000	9,009,000	8,749,000	10,667,000	100.0	75.6	55.4	53.8	65.6	+21.9
Jewellery and optical goods . . . . .	5,412,000	4,544,000	3,392,000	3,343,000	4,157,000	100.0	84.0	62.7	61.8	76.8	+24.3
Lumber and building materials . . . . .	24,878,000	18,239,000	10,292,000	8,559,000	11,929,000	100.0	73.3	41.4	34.4	47.5	+39.4
Machinery, equipment and supplies . . . . .	17,317,000	12,743,000	10,196,000	9,034,000	11,348,000	100.0	73.6	58.9	52.2	65.5	+25.6
Metals and metal work . . . . .	4,602,000	3,153,000	2,246,000	1,997,000	3,014,000	100.0	68.5	48.8	43.4	65.5	+50.9
Paper and paper products . . . . .	9,383,000	8,595,000	7,554,000	7,150,000	7,957,000	100.0	91.6	80.5	76.2	84.8	+11.3
Petroleum products . . . . .	79,226,000	69,244,000	68,055,000	66,788,000	69,244,000	100.0	87.4	85.9	84.3	87.4	+ 3.7
Plumbing and heating equipment and supplies .	4,669,000	3,992,000	2,344,000	2,003,000	2,596,000	100.0	85.5	50.2	42.9	55.6	+29.6
Tobacco and confectionery . . . . .	22,271,000	20,712,000	17,705,000	15,657,000	17,795,000	100.0	93.0	79.5	70.3	79.9	+13.7
Waste materials . . . . .	6,464,000	5,365,000	3,523,000	6,854,000	5,708,000	100.0	83.0	54.5	64.5	88.3	+36.9
All other . . . . .	8,915,000	7,501,000	6,465,000	6,760,000	6,760,000	100.0	84.1	76.9	72.5	75.8	+ 4.6



Table 6.—PRAIRIE PROVINCES - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated)				Indexes of Sales (1930 = 100.0)				Per cent Change 1933-34						
	1930 (Actual)	1931	1932	1933	1934	1930	1931	1932	1933	1934	1930	1931	1932	1933	1934
Total .....	288,503,000	210,683,000	188,212,000	174,888,000	195,416,000	100.0	73.0	65.2	60.6	67.7	+11.7				
Automotive .....	5,239,000	4,355,000	3,514,000	3,436,000	4,148,000	100.0	83.1	67.1	65.6	79.2	+20.7				
Chemicals and paints .....	398,000	258,000	218,000	210,000	251,000	100.0	64.8	54.6	52.6	63.0	+19.5				
Drugs and drug sundries .....	4,098,000	3,741,000	3,328,000	3,000,000	3,037,000	100.0	91.3	81.2	73.2	74.1	+1.2				
Coal and coke .....	5,705,000	4,547,000	3,891,000	3,298,000	3,452,000	100.0	79.7	68.2	57.8	60.5	+4.7				
Dry goods and apparel .....	13,407,000	10,173,000	9,707,000	8,859,000	10,061,000	100.0	75.9	72.4	66.1	75.0	+13.6				
Electrical .....	2,285,000	1,609,000	1,207,000	1,074,000	1,360,000	100.0	70.4	52.8	47.0	59.5	+26.6				
Farm supplies .....	1,463,000	906,000	840,000	61,400	73,700	100.0	65.9	57.4	42.0	50.4	+20.0				
Foods .....	11,3,932,000	92,906,000	81,319,000	81,173,000	90,047,000	100.0	80.2	71.4	71.2	79.0	+10.9				
Groceries .....	54,970,000	48,497,000	47,442,000	49,171,000	52,457,000	100.0	88.2	86.3	89.5	95.4	+6.7				
Dairy and poultry products .....	1,205,000	1,113,000	899,000	970,000	1,256,000	100.0	70.9	72.8	80.5	112.5	+39.8				
Fruits and vegetables .....	26,711,000	22,421,000	17,262,000	24,825,000	16,528,000	100.0	65.0	55.5	63.0	72.5	+13.5				
Meats and fish .....	31,046,000	29,240,000	15,626,000	16,207,000	19,406,000	100.0	62.4	53.3	52.2	62.5	+1.9.7				
Furniture and house furnishings .....	1,217,000	807,000	644,000	596,000	646,000	100.0	60.4	50.4	50.4	46.7	54.5				
General merchandise .....	2,739,000	2,249,000	2,124,000	1,986,000	2,363,000	100.0	73.9	82.1	80.0	72.5	36.4				
Hardware .....	16,075,000	14,444,000	10,725,000	10,351,000	12,633,000	100.0	71.2	66.8	64.4	78.6	+22.0				
Jewellery and optical goods .....	1,127,000	976,000	812,000	742,000	959,000	100.0	86.6	72.0	70.2	85.1	+21.2				
Leather and leather goods .....	1,759,000	1,529,000	1,662,000	1,726,000	1,951,000	100.0	86.9	94.5	98.1	110.9	+41.3				
Lumber and building materials .....	5,700,000	4,007,000	3,193,000	3,225,000	4,379,000	100.0	70.3	56.0	56.0	71.6	+26.5				
Machinery, equipment and supplies .....	21,130,000	6,436,000	5,370,000	4,893,000	6,749,000	100.0	30.5	25.4	23.2	31.9	+37.9				
Paper and paper products .....	3,527,000	3,262,000	3,181,000	2,927,000	3,185,000	100.0	92.5	90.2	83.0	90.3	+8.8				
Petroleum products .....	75,078,000	52,254,000	48,050,000	38,365,000	40,467,000	100.0	69.6	64.0	51.1	53.9	+5.5				
Plumbing and heating equipment and supplies .....	2,604,000	1,497,000	854,000	740,000	924,000	100.0	57.5	32.8	28.4	35.5	+24.9				
Tobacco and confectionery .....	8,791,000	6,998,000	6,198,000	6,910,000	6,400,000	1,224,000	100.0	79.6	70.5	72.8	78.6	+8.0			
All other .....	2,171,000	1,297,000	1,629,000	1,404,000	1,404,000	100.0	75.0	59.7	56.4	64.7	+14.7				



Table 7.—BRITISH COLUMBIA - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated)				Indexes of Sales (1930 = 100.0)				Per cent Change 1933-34	
	1930 (Actual)	1931	1932	1933	1934	1930	1931	1932	1933	
Total .....	131,414,000	107,612,000	85,102,000	83,418,000	94,131,000	100.0	81.9	64.8	63.5	71.6
Automotive .....	2,038,000	1,614,000	1,213,000	1,232,000	1,426,000	100.0	79.2	59.5	60.5	70.0
Chemicals and paints .....	875,000	812,000	690,000	852,000	921,000	100.0	92.8	78.9	97.4	105.2
Drugs and drug sundries .....	3,410,000	3,250,000	2,903,000	2,644,000	2,813,000	100.0	95.3	85.1	77.5	82.5
Dry goods and apparel .....	4,670,000	3,299,000	2,656,000	2,759,000	3,050,000	100.0	70.6	56.9	59.1	65.3
Electrical .....	3,415,000	2,544,000	1,998,000	1,205,000	1,673,000	100.0	74.5	58.5	35.3	49.0
Foods .....	57,972,000	46,934,000	36,847,000	37,645,000	40,980,000	100.0	81.0	63.6	64.9	70.7
Groceries .....	26,484,000	23,381,000	18,626,000	20,151,000	21,235,000	100.0	88.3	70.3	76.1	80.2
Dairy and poultry products .....	1,571,000	1,321,000	1,213,000	1,236,000	1,230,000	100.0	84.1	77.2	78.7	78.3
Fruits and vegetables .....	9,524,000	7,181,000	5,667,000	5,705,000	6,222,000	100.0	75.4	59.5	59.9	65.4
Meats and fish .....	20,393,000	15,051,000	11,341,000	10,553,000	12,286,000	100.0	73.8	55.6	51.7	60.2
Furniture and house furnishings .....	1,193,000	953,000	663,000	660,000	1,010,000	100.0	79.9	55.6	55.3	84.7
Hardware .....	10,314,000	7,601,000	5,229,000	5,631,000	7,282,000	100.0	73.7	50.7	54.6	70.6
Jewellery and optical goods .....	585,000	525,000	431,000	413,000	493,000	100.0	89.7	73.7	70.6	84.3
Lumber and building materials .....	6,310,000	5,023,000	3,275,000	2,345,000	2,509,000	100.0	79.6	51.9	37.2	39.8
Machinery, equipment and supplies .....	4,321,000	2,781,000	1,736,000	1,838,000	2,527,000	100.0	64.4	40.2	42.5	58.5
Metals and metal work .....	867,000	823,000	490,000	552,000	861,000	100.0	94.9	56.6	63.6	99.3
Paper and paper products .....	2,619,000	2,614,000	2,252,000	2,103,000	2,265,000	100.0	99.8	86.0	80.3	86.5
Petroleum products .....	22,826,000	21,068,000	18,466,000	17,485,000	19,219,000	100.0	92.3	80.9	76.6	84.2
Plumbing and heating equipment and supplies .....	1,209,000	780,000	416,000	412,000	470,000	100.0	64.5	34.4	34.1	38.9
Tobacco and confectionery .....	4,888,000	4,155,000	3,627,000	3,251,000	3,583,000	100.0	85.0	74.2	66.5	73.3
All other .....	3,902,000	2,836,000	2,210,000	2,391,000	3,049,000	100.0	72.7	56.6	61.3	78.1
										+27.5



63-D-33

DEPARTMENT OF DOMESTIC TRADE  
IN ECONOMICS.

CANADA  
DOMINION BUREAU OF STATISTICS  
CENSUS OF MERCHANTISING AND SERVICE ESTABLISHMENTS

WHOLESALE TRADE

IN

CANADA AND THE PROVINCES

1935

Published by Authority of the Hon. W.D. Ester, M.P.,  
Minister of Trade and Commerce

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OTTAWA

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Minister of Trade and Commerce.

## DOMINION BUREAU OF STATISTICS - CANADA

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## CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Wholesale Trade in Canada, 1935

Final figures on wholesale trade in Canada as compiled for the annual Census of Merchandising and Service Establishments show total sales of \$1,080,742,000 in 1935 compared with \$1,023,296,000 in 1934 and \$900,-496,000 in 1933. Wholesale sales were 5.6 per cent greater in 1935 than in 1934, more than 20 per cent in advance of 1933 and were within four per cent of the level obtaining in 1931. The index of wholesale sales on the base 1930 equals 100 was 81.6 in 1931, 68.7 in 1932, 65.7 in 1933, 74.7 in 1934, and 78.9 in 1935.

For the second consecutive year, the largest annual percentage increases were reported by dealers in producers' goods, kinds of wholesale business which experienced the greatest contraction in trade during the depression years. Sales of machinery, equipment and supplies dealers in 1935 were \$33,757,000 or 20.0 per cent greater than in 1934; dealers in waste materials reported an increase of 15.7 per cent; the electrical group was up by 14.9 per cent; metals and metal work, 13.9 per cent, and lumber and building materials advanced 10.9 per cent.

Gains over 1934 as reported by wholesale merchants in staple lines of consumers' goods, while less pronounced than those recorded by dealers in producers' goods, were still substantial. Sales of dealers in food products in 1935 were \$444,529,000 or 5.3 per cent greater than in 1934. The food group includes four separate classifications, gains for which ranged from an increase of 3.4 per cent for wholesale grocers to an increase of 11.8 per cent for dairy and poultry products. Wholesalers in meats and fish reported a gain of 7.1 per cent while the fruit and vegetable trade advanced 4.4 per cent. In other important lines of wholesale trade the following increases were reported: tobacco and confectionery, 8.8 per cent; automotive, 8.3 per cent; hardware, 6.6 per cent; drugs and drug sundries, 6.3 per cent, and petroleum products, 1.3 per cent.

The Dominion coal and coke sales show a small gain over 1934 which, in turn, appears slightly greater than the 1930 figure. The largest increase took place in the Prairie Provinces while Quebec decreased 3.3 per cent. In this connection, it may be well to note that, while the dollar value of sales as reported by the wholesale trades has increased rapidly, actual consumption has not recovered to the same extent. Thus, it would seem that the disorganized state of the bituminous market in 1930 and the stabilization of conditions in later years would account for this discrepancy. Since 1930 is used as the base period, the indexes on this base do not present an entirely accurate picture of movements in the coal trade in recent years.

The largest increase in trade was reported in British Columbia, where sales in 1935 were \$102,171,000 or 8.5 per cent greater than in 1934; the Prairie Provinces reported a slightly smaller gain of 8.4 per cent. Increases for each of the other economic divisions were 4.9 per cent for Ontario, 4.3 per cent for the Maritime Provinces and 4.0 per cent for Quebec.



### Maritime Provinces

Wholesale trade in the Maritime Provinces totalled \$74,101,000 in 1935 compared with \$71,044,000 in 1934, the yearly comparison reflecting an increase of 4.3 per cent. The index stood at 80.3 in 1935 (1930 = 100) and indexes on the same base for earlier years are 85.6 in 1931, 70.3 in 1932, 67.9 in 1933, and 77.0 in 1934.

Increases in sales over 1934 for a number of important lines of trade were: automotive, 14.7 per cent; petroleum products, 9.3 per cent; meats and fish, 3.6 per cent, and groceries, 2.3 per cent.

### Quebec

Sales of wholesalers in Quebec province in 1935 were \$299,999,-000 or 4.0 per cent greater than the \$288,417,000 recorded for 1934. Indexes of sales on the base 1930 equals 100 are 77.7 in 1935, 74.7 in 1934, and 65.9 in 1933.

Increased trade over 1934 was recorded by all kind-of-business groups excepting only coal and coke and petroleum products, where recessions of 3.3 per cent and 4.2 per cent respectively were reported. A substantial increase of 12.8 per cent for dairy and poultry products was modified by smaller increases of 1.5 per cent for wholesale grocers, 4.9 per cent for fruits and vegetables, and 4.0 per cent for meats and fish, resulting in a net increase of 5.1 per cent over 1934 for the food group as a whole. Other important groups and their increases were: machinery, equipment and supplies, 12.1 per cent; tobacco and confectionery, 11.2 per cent; metals and metal work, 7.5 per cent; hardware, 4.9 per cent; dry goods and apparel, 4.7 per cent, and drugs and drug sundries, 4.5 per cent.

### Ontario

Wholesale trade in Ontario for 1935 totalled \$392,730,000 compared with \$374,288,000 in 1934 and \$324,828,000 in 1933. Sales in 1935 were 4.9 per cent greater than in 1934 and approximately 21 per cent greater than in 1933. Indexes of sales for recent years on the base 1930 equals 100 are 84.4 in 1931, 70.9 in 1932, 68.9 in 1933, 79.4 in 1934, and 83.3 in 1935.

Dealers in metals and metal work reported an increase of 27.0 per cent over the preceding year; the machinery, equipment and supplies group was up by 14.7 per cent and lumber and building materials by 14.4 per cent. Sales in the wholesale grocery trade were \$61,705,000 or 1.8 per cent greater than in 1934. Wholesale fruits and vegetables with \$26,387,000 sales reported a like percentage gain, while the wholesale meat and fish trade advanced 5.8 per cent and dairy and poultry products were up by 10.7 per cent. Sales of the food group as a whole in 1935 were \$140,605,000 or 3.5 per cent greater than the amount recorded for 1934. Gains for other important groups were: tobacco and confectionery, 9.5 per cent; drugs and drug sundries, 9.5 per cent; hardware, 8.2 per cent, and coal and coke, 5.5 per cent. The jewellery and optical goods trade, although accounting for a small proportion of the total wholesale business, reported an important advance of 18.8 per cent. On the other hand, the petroleum products group, second in importance only to the food group, reported a slight recession in business from the preceding year. Sales for this classification in 1935 were \$68,610,000 or .9 per cent below the \$69,244,000 reported for 1934.

### Prairie Provinces

Sales of wholesale dealers in the Prairie Provinces in 1935 were \$211,741,000 or 8.4 per cent greater than the \$195,416,000 reported for 1934. Indexes of sales for recent years on the base 1930 equals 100 are 73.0 in 1931, 65.2 in 1932, 60.6 in 1933, 67.7 in 1934, and 73.4 in 1935.



Contributing largely to the greater increase in wholesale trade in the Prairie Provinces as compared with gains reported in Eastern and Central Canada was the better showing made by wholesale distributors of food products. Sales of wholesale grocers in the Prairie Provinces in 1935 were \$56,104,000 or 7.0 per cent greater than in 1934. Wholesale dealers in meats and fish reported an increase of 16.8 per cent, and increases of 4.9 per cent were reported by dealers both in dairy and poultry products and in fruits and vegetables. The food group as a whole advanced by 8.7 per cent.

Machinery, equipment and supplies reported the marked improvement of 39.8 per cent; petroleum products with \$42,269,000 sales were up by 4.5 per cent.

#### British Columbia

Wholesale sales in British Columbia in 1935 were \$102,171,000 or 8.5 per cent greater in value than in 1934 and 22.5 per cent greater than in 1933. Indexes of sales on the base 1930 equals 100 are 81.9 in 1931, 64.8 in 1932, 63.5 in 1933, 71.6 in 1934, and 77.7 in 1935.

Increases in business were reported for all lines of trade, the percentage gains ranging from 1.7 per cent for dairy and poultry products to 31.7 per cent for plumbing and heating equipment and supplies. Substantial gains recorded by other lines of wholesale trade are as follows: electrical, 31.3 per cent; lumber and building materials, 26.8 per cent; machinery, equipment and supplies, 17.8 per cent; hardware, 14.0 per cent; jewellery and optical goods, 12.6 per cent, and tobacco and confectionery, 1.5 per cent.

Sales in the food group totalled \$43,706,000 compared with 40,980,000 in the preceding year. Wholesale grocery business was up by 4 per cent; dealers in meats and fish reported an increase of 7.9 per cent, and fruits and vegetables were up by 14.1 per cent.

#### Comparison of Indexes of Wholesale Sales and Wholesale Prices

In the period 1930 to 1935 the dollar value of wholesale sales was affected not only by changes in the physical volume of goods distributed but also by changes in the prices of commodities. The measurement of the influence of these two factors cannot be made accurately as sales are reported by kinds of business and not by commodities and also because comparable price indexes are not available. Nevertheless, the general trends in wholesale prices and dollar volume of sales give some indication of the relative movements in the physical volume of goods handled. The total sales of wholesale firms and the indexes of value of sales and of prices for the period 1930 to 1935 are as follow:

Year	Sales	Indexes (1930 = 100)	
		Sales	Prices (Consumers' Goods)
	\$		
1930 .....	1,370,066,000	100.0	100.0
1931 .....	1,118,364,000	81.6	85.3
1932 .....	940,658,000	68.7	79.8
1933 .....	900,496,000	65.7	79.6
1934 .....	1,023,296,000	74.7	83.0
1935 .....	1,080,742,000	78.9	82.4

A somewhat clearer indication of relative movements in price and volume is given by price indexes in some of the leading lines of wholesale trade.



Index Numbers of Wholesale Prices  
(1930 = 100)

	1930	1931	1932	1933	1934	1935
Consumers' Goods, Total .....	100.0	85.3	79.8	79.6	83.0	82.4
Foods, beverages, tobacco .....	100.0	75.6	66.1	68.5	74.9	75.6
Coal .....	100.0	99.5	96.5	91.6	91.7	91.2
Drugs and pharmaceutical chemicals.	100.0	91.6	83.5	70.9	72.9	71.7
Other Goods --						
Building and construction materials	100.0	90.2	85.0	86.2	90.9	89.4
Chemicals and allied products .....	100.0	93.4	90.4	87.6	87.5	85.2
Hardware .....	100.0	97.9	96.0	94.2	94.9	95.1
Petroleum and its products .....	100.0	86.9	88.8	89.0	90.8	89.2

Comparability with 1930 Census

In constructing an annual index of wholesale sales, the chief objective has been to derive the most representative measure of the trend from year to year in wholesale trade and particularly in pre-retail business. For this reason, it has been necessary to make some alterations in the classifications used in the decennial census and to omit certain groups from the annual survey. Certain adjustments in the figures shown in the results of the decennial census have also been necessary to bring the data for subsequent years to a comparable basis. The more important revisions made in the 1930 figures were for Drugs and drug sundries (Maritimes and Prairies), Groceries (Ontario, Prairies and British Columbia), Fruits and vegetables (Prairies), and Plumbing and heating equipment and supplies (Quebec and Prairies).

In the main, the current census is confined to Wholesalers Proper with the exception of dealers in meats and petroleum products. In the case of meats, the sales of packing houses as well as of wholesale branches are now included and the entire group of petroleum products is now taken. A detailed description of the classifications used in the annual census will be found in the census report for 1933.

Method of Constructing Indexes of Wholesale Sales

The figures for 1930 shown in this report are taken from the results of the complete Census of Merchandising and Service Establishments taken in 1931 in connection with the Seventh Decennial Census, for which returns were received from all trading establishments in the country giving details regarding the business transacted in the preceding year. While the census of 1931 covered every firm, the annual census is more limited in its scope and includes only those wholesalers proper with sales of \$100,000 or more in 1930 together with some large firms which have commenced operations since that year. The reports received for the annual census are used in determining the trend in wholesale business from year to year. The trend value is then applied to the total sales for the base year 1930 in order to arrive at the most probable value of total business for each year. It should, therefore, be clearly understood that the sales figures shown in this report for years subsequent to 1930 do not refer only to those establishments from which reports are annually secured but are the most accurate estimates possible of the total wholesale trade, including both contributing and non-contributing firms. The method makes no allowance for contraction or expansion in the total number of firms operating in the wholesale field. While the figures shown herein are believed to closely approximate actual conditions, it must be borne in mind that the disappearance of old firms and the use of new concerns are not fully reflected in the indexes.



Table 1.—Summary of Wholesale Trade by Economic Divisions and Kinds of Business, 1930 - 1935

Division and Kind of Business	1930 (Actual)	Total Net Sales (Estimated)			Indexes of Sales (1930 = 100.0)					Per cent Change 1934-35	
		1932	1933	1934	1935	1930	1931	1932	1933	1934	
Maritime Provinces .....	92,302,000	64,880,000	62,666,000	71,044,000	74,101,000	100.0	85.6	70.3	67.9	77.0	80.3 + 4.3
Quebec .....	286,229,070	267,905,000	254,696,000	288,417,000	299,999,000	100.0	83.7	69.4	65.9	74.7	77.7 + 4.0
Ontario .....	471,618,000	334,559,000	324,828,000	374,288,000	392,730,000	100.0	84.4	70.9	68.9	79.4	83.3 + 4.9
Prairie Provinces .....	288,503,000	188,212,000	174,888,000	195,416,000	211,741,000	100.0	73.0	65.2	60.6	67.7	73.4 + 8.4
British Columbia .....	131,414,000	85,102,000	83,418,000	94,131,000	102,171,000	100.0	81.9	64.8	63.5	71.6	77.7 + 8.5
CANADA, TOTAL .....	1,370,066,000	940,658,000	900,496,000	1,023,296,000	1,080,742,000	100.0	81.6	68.7	65.7	74.7	78.9 + 5.6
Amusement, photographic and sporting goods .....	4,278,000	2,897,000	2,464,000	2,739,000	2,933,000	100.0	82.9	67.7	57.6	64.0	68.6 + 7.1
Automotive .....	20,990,000	13,715,000	13,473,000	15,618,000	16,913,000	100.0	84.3	65.3	64.2	74.4	80.6 + 8.3
Chemicals and paints .....	8,387,000	6,265,000	7,743,000	9,061,000	9,852,000	100.0	84.1	74.7	92.3	108.0	117.5 + 8.7
Drugs and drug sundries .....	27,973,000	23,831,000	22,139,000	23,340,000	24,814,000	100.0	96.3	85.2	79.1	83.4	88.7 + 6.3
Coal and coke .....	50,252,000	42,142,000	42,881,000	51,047,000	52,227,000	100.0	87.9	83.9	85.3	101.6	103.9 + 2.3
Dry goods and apparel .....	102,358,000	66,823,000	64,396,000	73,283,000	75,450,000	100.0	79.0	65.3	62.9	71.6	73.7 + 3.0
Electrical .....	22,982,000	11,923,000	9,973,000	12,297,000	14,940,000	100.0	78.4	52.2	43.4	56.6	65.0 + 14.9
Farm supplies .....	16,037,000	10,386,000	8,719,000	10,849,000	11,153,000	100.0	87.2	64.8	54.4	67.6	69.5 + 2.8
Foods .....	540,820,000	381,745,000	377,670,000	422,162,000	444,529,000	100.0	83.4	70.6	69.8	78.1	82.2 + 5.3
Furniture and house furnishings .....	13,632,000	7,908,000	7,293,000	8,751,000	9,404,000	100.0	76.7	58.0	53.5	64.2	69.0 + 7.5
General merchandise .....	13,478,000	9,302,000	8,668,000	10,256,000	11,097,000	100.0	78.1	69.0	64.3	76.1	82.3 + 8.2
Hardware .....	65,943,000	39,195,000	38,025,000	46,209,000	49,260,000	100.0	76.5	59.4	57.7	70.1	74.7 + 6.6
Jewellery and optical goods .....	10,858,000	7,358,000	6,935,000	8,397,000	9,711,000	100.0	85.8	67.8	63.9	77.3	89.4 + 15.7
Leather and leather goods .....	7,377,000	4,961,000	5,325,000	5,965,000	6,512,000	100.0	76.8	67.2	72.2	80.9	88.3 + 9.2
Lumber and building materials .....	51,872,000	22,885,000	18,912,000	24,869,000	27,584,000	100.0	73.8	44.1	36.5	47.9	53.2 + 10.9
Machinery, equipment and supplies .....	59,321,000	24,141,000	21,789,000	28,121,000	33,757,000	100.0	55.1	40.7	36.7	47.4	56.9 + 20.0
Metals and metal work .....	14,059,000	7,314,000	6,817,000	9,761,000	11,122,000	100.0	71.2	52.0	48.5	69.4	79.1 + 13.9
Paper and paper products .....	22,462,000	18,488,000	17,263,000	19,140,000	20,103,000	100.0	92.7	82.3	76.9	85.2	89.5 + 5.0
Petroleum products .....	230,169,000	179,546,000	163,315,000	176,097,000	178,367,000	100.0	83.8	78.0	71.0	76.5	77.5 + 1.3
Plumbing and heating equipment and supplies .....	14,512,000	6,400,000	5,508,000	6,803,000	7,554,000	100.0	75.5	44.1	38.0	46.9	52.1 + 11.0
Tobacco and confectionery .....	45,870,000	35,911,000	32,165,000	35,447,000	38,568,000	100.0	89.1	76.5	70.1	77.3	84.1 + 8.8
Waste materials .....	10,118,000	5,290,000	6,335,000	8,404,000	9,721,000	100.0	78.7	52.3	62.6	83.1	96.1 + 15.7
All other .....	16,318,000	12,982,000	12,688,000	13,980,000	15,171,000	100.0	86.2	79.6	77.8	85.7	93.0 + 8.5



Kind of Business	Indexes of Sales (1930 = 100.0)						Per cent Change 1934-35					
	1930 (Actual)	1931	1932	1933 (Estimated)	1934	1935	1930	1931	1932	1933	1934	1935
Total .....	1,370,066,000	940,658,000	900,496,000	1,023,296,000	1,080,742,000	100,0	81.6	68.7	74.7	78.9	+ 5.6	
Amusement, photographic and sporting goods .....	4,278,000	2,897,000	2,464,000	2,739,000	2,933,000	100,0	82.9	67.7	57.6	64.0	68.6	+ 7.1
Automotive equipment and parts .....	20,990,000	13,715,000	13,473,000	15,618,000	16,913,000	100,0	84.3	65.3	64.2	74.4	80,6	+ 8.3
Tires .....	18,953,000	12,303,000	11,894,000	13,864,000	14,921,000	100,0	83.9	64.9	62.8	73.1	78.7	+ 7.6
Chemicals and paints .....	2,037,000	1,412,000	1,579,000	1,754,000	1,992,000	100,0	88.1	69.3	77.5	86.1	97.8	+ 13.9
Drugs and drug sunaries .....	8,387,000	6,265,000	7,743,000	9,061,000	9,852,000	100,0	84.1	74.7	92.3	108.0	117.5	+ 8.7
Coal and coke .....	27,973,000	23,831,000	22,139,000	23,340,000	24,814,000	100,0	96.3	85.2	79.1	83.4	88.7	+ 6.3
Dry goods and apparel .....	50,252,000	42,142,000	42,881,000	51,047,000	52,227,000	100,0	87.9	83.9	85.3	101.6	103.9	+ 2.3
Clothing and furnishings (including millinery and shoes) .....	102,358,000	65,823,000	64,396,000	73,233,000	75,450,000	100,0	79.0	65.3	62.9	71.6	73.7	+ 3.0
Dry goods (including notions and piece goods) .....	24,451,000	17,712,000	16,703,000	18,533,000	19,677,000	100,0	83.5	72.4	68.3	75.8	80.5	+ 6.2
Electrical .....	77,907,000	49,111,000	47,693,000	54,750,000	55,773,000	100,0	77.7	63.0	61.2	70.3	71.6	+ 1.9
Farm supplies .....	22,982,000	11,923,000	9,973,000	12,297,000	14,940,000	100,0	78.4	52.2	43.4	56.6	65.0	+ 14.9
Foods .....	16,037,000	10,386,000	8,719,000	10,849,000	11,153,000	100,0	87.2	64.8	54.4	67.6	69.5	+ 2.8
Groceries .....	540,820,000	381,745,000	377,670,000	422,162,000	444,529,000	100,0	83.4	70.6	69.8	78.1	82.2	+ 5.3
Dairy and poultry products .....	223,838,000	177,738,000	184,436,000	196,503,000	203,245,000	100,0	87.7	79.4	82.4	87.8	90.8	+ 3.4
Fruits and vegetables .....	48,771,000	33,856,000	32,135,000	32,436,000	36,273,000	100,0	81.4	69.4	66.0	66.5	74.4	+ 11.8
Meats and fish .....	99,102,000	69,437,000	63,176,000	72,266,000	75,480,000	100,0	83.5	70.1	63.7	72.9	76.2	+ 4.4
Furniture and house furnishings .....	169,109,000	100,714,000	97,873,000	120,957,000	129,531,000	100,0	78.4	59.6	57.9	71.5	76.6	+ 7.1
General merchandise .....	13,632,000	7,908,000	7,293,000	8,751,000	9,404,000	100,0	76.7	58.0	53.5	64.2	69.0	+ 7.5
Hardware .....	13,478,000	9,302,000	8,266,000	10,256,000	11,097,000	100,0	78.1	69.0	64.3	76.1	82.3	+ 8.2
Jewellery and optical goods .....	65,943,000	39,195,000	38,025,000	46,209,000	49,260,000	100,0	76.5	59.4	57.7	70.1	74.7	+ 6.6
Optical goods .....	20,358,000	7,358,000	6,935,000	8,397,000	9,711,000	100,0	85.8	67.8	63.9	77.3	89.4	+ 15.7
Leather and leather goods .....	6,070,000	4,893,000	4,430,000	5,523,000	6,559,000	100,0	82.9	60.6	54.8	68.5	81.2	+ 18.5
Lumber and building materials .....	2,780,000	2,465,000	2,505,000	2,864,000	2,152,000	100,0	94.0	88.7	90.1	103.0	113.4	+ 10.1
Machinery, equipment and supplies .....	51,872,000	4,461,000	5,325,000	5,555,000	6,512,000	100,0	76.8	67.2	72.2	80.9	88.3	+ 9.2
Commercial and service equipment and supplies .....	59,321,000	22,885,000	18,912,000	24,141,000	28,121,000	100,0	73.8	44.1	36.5	47.9	53.2	+ 10.9
All other machinery, equipment and supplies .....	6,710,000	4,237,000	3,521,000	4,044,000	4,550,000	100,0	78.3	63.1	52.5	60.3	67.8	+ 12.5
Farm machinery and equipment .....	14,305,000	3,086,000	2,698,000	3,851,000	5,975,000	100,0	80.0	21.0	21.6	18.9	26.9	+ 55.2
Professional equipment and supplies .....	7,810,000	6,024,000	5,849,000	6,487,000	6,907,000	100,0	91.2	77.1	74.9	83.1	88.4	+ 6.5
Metals and metal work .....	30,496,000	10,794,000	9,721,000	13,739,000	16,325,000	100,0	56.7	35.4	31.9	45.1	53.5	+ 18.8
Paper and paper products .....	14,059,000	7,314,000	6,817,000	9,761,000	11,122,000	100,0	71.2	52.0	48.5	62.4	79.1	+ 13.9
Petroleum products .....	22,462,000	18,488,000	17,263,000	19,140,000	20,103,000	100,0	82.7	82.3	76.9	85.2	89.5	+ 5.0
Plumbing and heating equipment and supplies .....	230,169,000	179,546,000	163,315,000	176,097,000	178,367,000	100,0	83.8	78.0	71.0	76.5	77.5	+ 1.3
Tobacco and confectionery .....	14,512,000	6,400,000	5,508,000	6,803,000	7,554,000	100,0	75.5	44.1	38.0	46.9	52.1	+ 11.0
Waste materials .....	45,870,000	35,091,000	32,165,000	38,447,000	38,568,000	100,0	82.8	76.5	70.1	77.3	84.1	+ 8.8
All other .....	10,118,000	12,982,000	12,235,000	13,988,000	15,171,000	100,0	86.2	72.3	62.8	83.1	96.1	+ 15.7



Table 3.--MARITIME PROVINCES - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated)				Indexes of Sales (1930 = 100.0)					Per cent Change 1934-35		
	1930 (Actual)		1932	1933	1934	1935		1930	1931	1932	1933	1934
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Total . . . . .	92,302,000	64,880,000	62,666,000	71,044,000	74,101,000	100.0	85.6	70.3	67.9	77.0	80.3	+ 4.3
Automotive . . . . .	1,609,000	1,009,000	975,000	1,052,000	1,207,000	100.0	75.3	62.7	60.6	65.4	75.0	+ 14.7
Drugs and drug sundries . . . . .	2,112,000	1,742,000	1,445,000	1,529,000	1,542,000	100.0	92.6	82.5	68.4	72.4	73.0	+ 0.9
Coal and coke . . . . .	561,000	489,000	448,000	462,000	479,000	100.0	94.9	87.2	79.9	82.4	85.4	+ 3.7
Dry goods and apparel . . . . .	3,665,000	2,287,000	2,171,000	2,455,000	2,627,000	100.0	78.6	62.4	59.2	67.0	71.7	+ 7.0
Farm supplies . . . . .	792,000	597,000	576,000	691,000	642,000	100.0	88.7	75.4	72.7	87.3	81.0	- 7.1
Foods . . . . .	49,380,000	34,586,000	34,685,000	38,528,000	39,721,000	100.0	84.6	70.0	70.2	78.0	80.4	+ 3.1
Groceries . . . . .	27,282,000	21,017,000	21,717,000	23,616,000	24,154,000	100.0	86.3	77.0	79.6	86.6	88.5	+ 2.3
Dairy and poultry products . . . . .	1,857,000	1,045,000	1,083,000	1,123,000	1,304,000	100.0	56.3	56.3	58.3	60.5	70.2	+ 16.1
Fruits and vegetables . . . . .	7,218,000	4,309,000	4,049,000	4,699,000	4,850,000	100.0	79.7	59.7	56.1	65.1	67.2	+ 3.2
Meats and fish . . . . .	13,023,000	8,215,000	7,836,000	9,090,000	9,413,000	100.0	87.9	63.1	60.2	69.8	72.3	+ 3.6
Furniture and house furnishings . . . . .	984,000	622,000	563,000	686,000	703,000	100.0	90.6	63.2	57.2	69.7	71.4	+ 2.5
General merchandise . . . . .	1,330,000	841,000	870,000	992,000	1,057,000	100.0	76.1	63.2	65.4	74.6	79.5	+ 6.6
Hardware . . . . .	8,082,000	4,865,000	4,607,000	5,480,000	5,455,000	100.0	84.0	60.2	57.0	67.8	67.5	+ 0.5
Jewellery and optical goods . . . . .	307,000	225,000	221,000	257,000	270,000	100.0	87.3	73.3	72.0	83.7	87.9	+ 5.1
Lumber and building materials . . . . .	1,544,000	644,000	512,000	736,000	773,000	100.0	84.3	41.7	33.2	47.7	50.1	+ 5.0
Machinery, equipment and supplies . . . . .	1,786,000	890,000	701,000	933,000	964,000	100.0	64.9	49.8	39.2	52.2	54.0	+ 3.3
Paper and paper products . . . . .	924,000	742,000	678,000	782,000	783,000	100.0	90.2	80.3	73.4	84.6	84.7	+ 0.1
Petroleum products . . . . .	15,641,000	12,888,000	11,918,000	13,920,000	15,219,000	100.0	93.2	82.4	76.2	89.0	97.3	+ 9.3
Tobacco and confectionery . . . . .	1,628,000	1,184,000	1,053,000	1,156,000	1,158,000	100.0	89.1	72.7	64.7	71.0	71.1	+ 0.2
All other . . . . .	1,957,000	1,269,000	1,243,000	1,385,000	1,501,000	100.0	83.0	64.8	63.5	70.8	76.7	+ 8.4

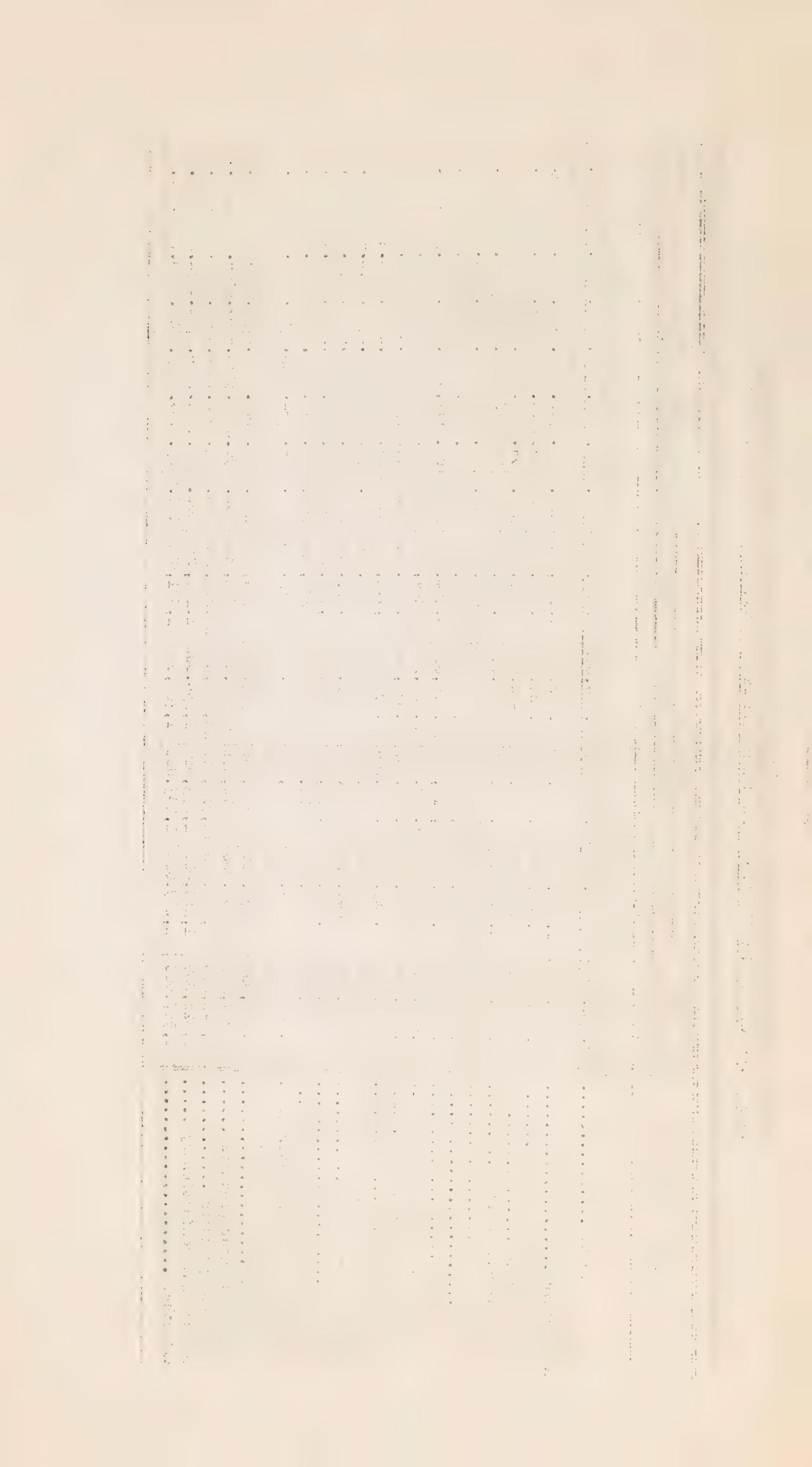


Table 4.-QUEBEC - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated)				Indexes of Sales (1930 = 100.0)				Per cent Change 1934-35		
	1930 (Actual)		1932	1933	1934	1935	1930	1931	1932	1933	1934
	\$	\$	\$	\$	\$	\$	1930	1931	1932	1933	1934
Total .....	396,229,000	267,905,000	254,696,000	288,417,000	299,999,000	100,0	83.7	69.4	65.9	74.7	77.7
Amusement, photographic and sporting goods	787,000	620,000	491,000	552,000	574,000	100,0	88.5	78.8	62.4	70.2	72.9
Automotive .....	3,690,000	2,189,000	2,140,000	2,227,000	2,254,000	100,0	79.8	59.3	58.0	60.4	61.1
Chemicals and paints .....	4,150,000	3,229,000	4,042,000	5,055,000	5,424,000	100,0	86.4	77.8	97.4	121.8	130.7
Drugs and drug sundries .....	9,159,000	7,455,000	6,869,000	6,997,000	7,309,000	100,0	93.7	81.4	75.0	76.4	79.8
Coal and coke .....	26,712,000	21,877,000	20,835,000	24,094,000	23,293,000	100,0	85.8	81.9	78.0	90.2	87.2
Dry goods and apparel .....	45,569,000	28,910,000	27,701,000	32,213,000	33,728,000	100,0	79.2	63.4	60.8	70.7	74.0
Electrical .....	5,935,000	3,341,000	2,748,000	3,727,000	3,971,000	100,0	82.5	56.3	46.3	62.8	66.9
Farm supplies .....	4,959,000	3,492,000	3,099,000	3,491,000	3,600,000	100,0	85.7	68.6	62.5	70.4	72.6
Foods .....	151,570,000	109,528,000	107,397,000	116,691,000	122,645,000	100,0	85.1	72.3	70.9	77.0	80.9
Groceries .....	49,991,000	37,345,000	37,807,000	38,600,000	39,188,000	100,0	86.7	74.7	75.6	77.2	78.4
Dairy and poultry products .....	37,018,000	26,024,000	24,422,000	22,729,000	26,764,000	100,0	82.3	70.3	66.0	64.1	72.3
Fruits and vegetables .....	23,193,000	18,114,000	16,235,000	18,578,000	19,482,000	100,0	88.9	78.1	70.0	80.1	84.0
Meats and fish .....	41,368,000	28,045,000	28,923,000	35,787,000	37,211,000	100,0	83.6	67.8	69.9	66.5	90.0
Furniture and house furnishings .....	5,661,000	3,278,000	2,981,000	3,617,000	3,980,000	100,0	77.9	57.9	50.9	63.9	70.3
General merchandise .....	4,740,000	2,825,000	2,455,000	2,835,000	2,844,000	100,0	72.2	59.6	51.8	59.8	60.0
Hardware .....	15,213,000	9,356,000	8,687,000	10,147,000	10,649,000	100,0	81.0	61.5	57.1	66.7	72.0
Jewellery and optical goods .....	3,427,000	2,498,000	2,167,000	2,531,000	2,846,000	100,0	87.5	72.9	63.2	73.9	83.0
Leather and leather goods .....	3,054,000	1,875,000	1,909,000	2,034,000	2,297,000	100,0	76.2	61.4	62.5	66.6	75.2
Lumber and building materials .....	13,440,000	5,481,000	4,271,000	5,616,000	5,873,000	100,0	72.1	40.8	31.8	41.8	43.7
Machinery, equipment and supplies .....	14,767,000	5,949,000	5,323,000	6,564,000	7,361,000	100,0	64.8	40.3	36.0	44.5	49.8
Metals and metal work .....	8,424,000	4,490,000	4,178,000	5,770,000	6,200,000	100,0	70.1	53.3	49.6	68.5	73.6
Paper and paper products .....	6,009,000	4,759,000	4,405,000	4,951,000	5,270,000	100,0	92.0	79.2	73.3	82.4	87.7
Petroleum products .....	37,398,000	32,087,000	28,759,000	33,247,000	31,863,000	100,0	95.4	85.8	76.9	88.9	85.2
Plumbing and heating equipment and supplies .....	5,431,000	2,493,000	2,113,000	2,569,000	2,764,000	100,0	77.5	45.9	38.9	47.3	50.9
Tobacco and confectionery .....	8,292,000	6,377,000	5,804,000	6,675,000	7,483,000	100,0	91.0	76.9	70.0	72.4	80.5
All other .....	7,842,000	5,886,000	6,422,000	8,579,000	100,0	85.1	75.1	81.9	95.4	109.4	14.6

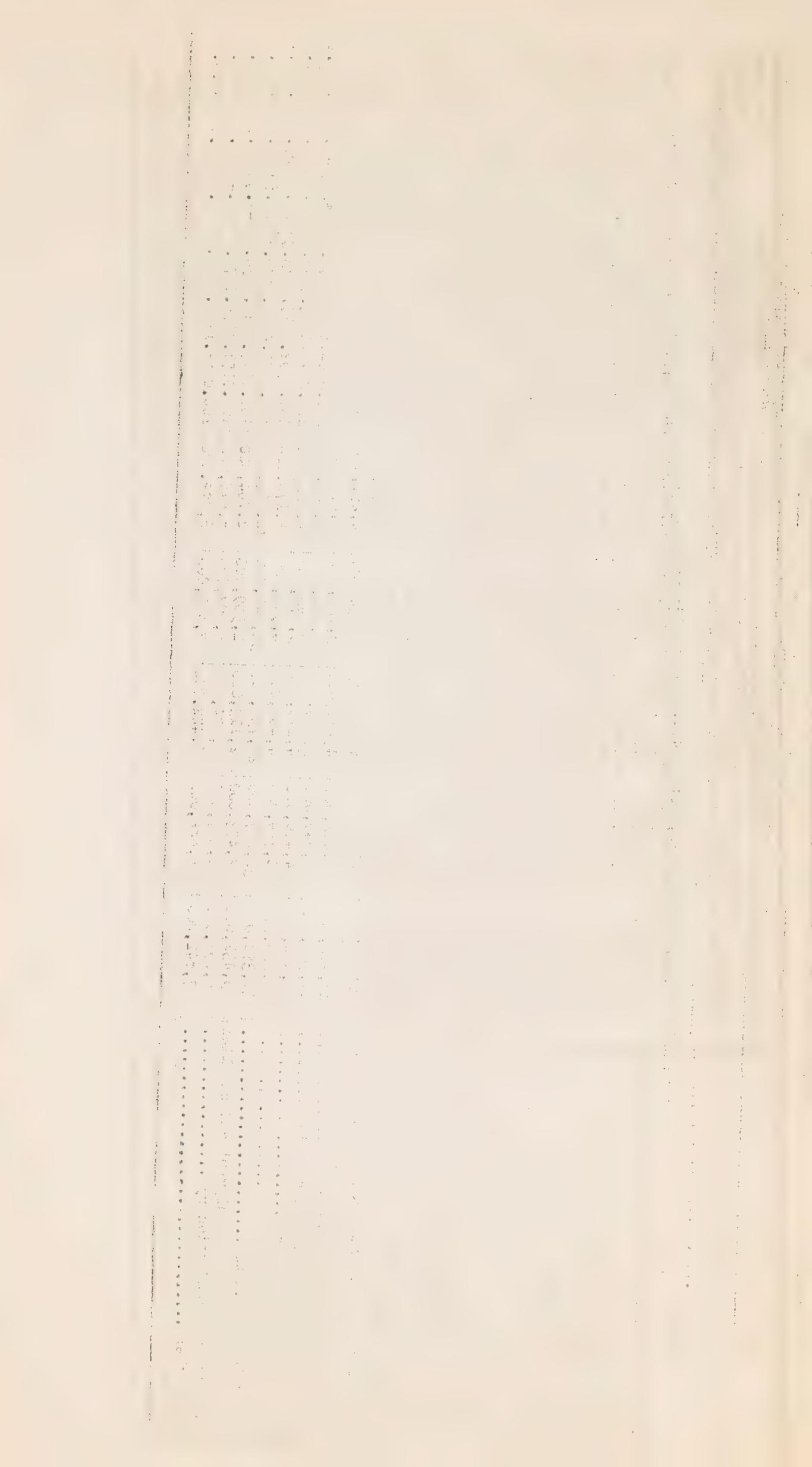


Table 5.--ONTARIO - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated)				Indexes of Sales (1930 = 100.0)				Per cent Change 1934-35			
	1930 (Actual)	1932	1933	1934	1935	1930	1931	1932	1933	1934	1935	
Total	4,716,118,000	334,559,000	324,828,000	374,288,000	392,730,000	100.0	84.4	70.9	68.9	79.4	83.3	+ 4.9
Amusement, photographic and sporting goods	2,764,000	1,810,000	1,553,000	1,681,000	1,805,000	100.0	82.0	65.5	56.2	60.8	65.3	+ 7.4
Automotive	3,214,000	5,790,000	5,690,000	6,765,000	7,318,000	100.0	89.9	68.8	67.6	80.4	87.0	+ 8.2
Chemicals and paints	2,951,000	2,118,000	2,626,000	2,821,000	3,146,000	100.0	80.8	71.8	89.0	95.6	106.6	+ 11.5
Drugs and drug sundries	9,194,000	8,403,000	8,181,000	9,964,000	9,819,000	100.0	102.4	91.4	89.0	97.5	106.8	+ 9.5
Coal and coke	17,156,000	15,801,000	18,220,000	22,955,000	21,224,000	100.0	93.6	92.1	106.2	133.8	141.2	+ 5.5
Dry goods and apparel	35,917,000	23,263,000	22,906,000	25,504,000	25,838,000	100.0	81.2	66.4	65.4	72.8	73.7	+ 1.2
Electrical	11,124,000	5,317,000	4,829,000	6,026,000	6,953,000	100.0	79.0	47.8	43.5	54.8	62.5	+ 14.2
Farm supplies	8,634,000	5,422,000	4,317,000	5,793,000	5,681,000	100.0	92.2	62.8	50.0	67.1	65.8	- 1.9
Food	167,966,000	119,465,000	116,770,000	135,913,000	140,605,000	100.0	84.2	71.1	69.5	80.9	83.7	+ 3.5
Groceries	65,711,000	53,308,000	55,590,000	60,595,000	62,705,000	100.0	88.2	81.9	85.4	93.1	94.8	+ 1.8
Dairy and poultry products	7,120,000	4,685,000	4,464,000	4,998,000	5,532,000	100.0	80.7	65.8	62.7	70.2	77.7	+ 10.7
Fruits and vegetables	32,456,000	23,935,000	22,362,000	25,932,000	26,287,000	100.0	82.5	73.9	63.9	79.9	81.3	+ 1.8
Meats and fish	53,272,000	37,487,000	34,354,000	44,388,000	46,931,000	100.0	81.4	59.2	54.3	70.1	74.2	+ 5.8
Household and house furnishings	4,517,000	2,701,000	2,563,000	2,742,000	2,873,000	100.0	75.2	59.8	57.4	60.7	63.6	+ 4.8
General merchandise	4,452,000	3,299,000	3,222,000	3,879,000	4,324,000	100.0	82.5	74.1	72.3	87.1	97.1	+ 11.5
Hardware	16,261,000	9,009,000	8,749,000	10,667,000	11,545,000	100.0	75.6	55.4	53.8	65.6	71.0	+ 8.2
Jewellery and optical goods	5,412,000	3,392,000	3,243,000	4,157,000	4,938,000	100.0	84.0	62.7	61.8	76.8	91.2	+ 18.8
Lumber and building materials	24,678,000	10,292,000	8,559,000	11,929,000	13,649,000	100.0	73.3	41.4	34.4	47.9	54.9	+ 14.4
Machinery, equipment and supplies	17,317,000	10,296,000	9,034,000	11,348,000	13,218,000	100.0	73.6	58.9	52.2	75.5	83.2	+ 14.7
Metals and metal work	4,602,000	2,246,000	1,997,000	3,014,000	3,829,000	100.0	68.5	48.8	43.4	65.5	83.2	+ 27.0
Paper and paper products	9,383,000	7,554,000	7,150,000	7,957,000	8,332,000	100.0	91.6	80.5	76.2	84.8	88.8	+ 4.7
Petroleum products	79,226,000	68,055,000	66,788,000	69,244,000	68,610,000	100.0	87.4	85.9	84.3	87.4	86.6	- 0.9
Plumbing and heating equipment and supplies	4,669,000	2,344,000	2,003,000	2,596,000	2,871,000	100.0	85.5	50.2	42.9	55.6	61.5	+ 10.6
Tobacco and confectionery	22,271,000	17,705,000	15,657,000	17,795,000	19,487,000	100.0	93.0	79.5	70.3	79.9	87.5	+ 9.5
Waste materials	6,464,000	3,523,000	4,169,000	5,708,000	6,529,000	100.0	83.0	54.5	64.5	88.3	101.0	+ 14.4
All other	8,915,000	6,854,000	6,465,000	6,736,000	7,336,000	100.0	84.1	76.9	72.5	75.8	82.3	+ 8.5

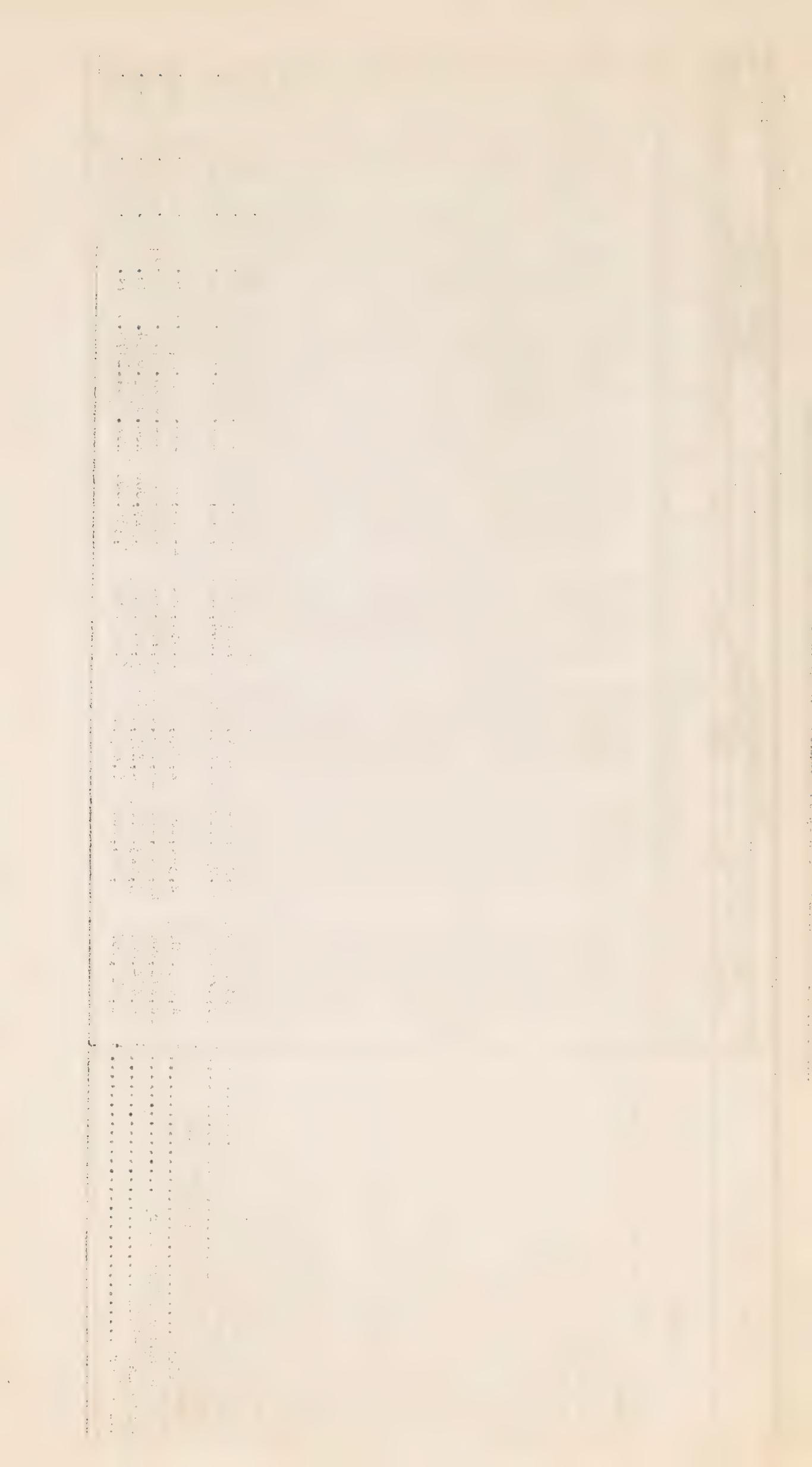


Table 6.—PRAIRIE PROVINCES — Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated)						Indexes of Sales (1930 = 100.0)						Per cent Change 1934-35	
	1930 (Actual)			1932			1933			1934				
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$		
Total .....	288,503,000	188,212,000	174,888,000	195,416,000	211,741,000	100.0	73.0	65.2	60.6	67.7	73.4	+ 8.4	-	
Automotive .....	5,239,000	3,514,000	3,436,000	4,148,000	4,666,000	100.0	83.1	67.1	65.6	79.2	89.1	+ 12.5	-	
Chemicals and paints .....	398,000	218,000	210,000	251,000	263,000	100.0	64.8	54.6	52.6	63.0	66.0	+ 4.8	-	
Drugs and drug sundries .....	4,098,000	3,328,000	3,000,000	3,037,000	3,205,000	100.0	91.3	81.2	73.2	74.1	78.2	+ 5.5	-	
Coal and coke .....	5,705,000	3,891,000	3,298,000	3,452,000	4,148,000	100.0	79.7	68.2	57.8	60.5	72.7	+ 20.2	-	
Dry goods and apparel .....	13,407,000	9,707,000	8,859,000	10,061,000	9,953,000	100.0	75.9	72.4	66.1	75.0	74.2	- 1.1	-	
Electrical .....	2,285,000	1,207,000	1,074,000	1,360,000	1,647,000	100.0	70.4	52.8	47.0	59.5	72.1	+ 21.1	-	
Farm supplies .....	1,463,000	840,000	614,000	737,000	1,055,000	100.0	61.9	57.4	42.0	50.4	72.1	+ 43.1	-	
Foods .....	113,932,000	81,319,000	81,173,000	90,047,000	97,852,000	100.0	80.8	71.4	71.2	79.0	85.9	+ 8.7	-	
Groceries .....	54,970,000	47,442,000	49,171,000	52,457,000	56,104,000	100.0	88.2	86.3	89.5	95.4	102.1	+ 7.0	-	
Dairy and poultry products .....	1,205,000	889,000	970,000	1,356,000	1,422,000	100.0	92.8	73.8	80.5	112.5	118.0	+ 4.9	-	
Fruits and vegetables .....	26,711,000	17,362,000	14,825,000	16,828,000	17,656,000	100.0	83.9	65.0	55.5	63.0	66.1	+ 4.9	-	
Meats and fish .....	31,046,000	15,626,000	16,207,000	19,406,000	22,670,000	100.0	64.4	50.3	52.2	62.5	73.0	+ 16.8	-	
Furniture and house furnishings .....	1,277,000	644,000	596,000	696,000	716,000	100.0	63.2	50.4	46.7	54.5	56.1	+ 2.9	-	
General merchandise .....	2,739,000	2,191,000	1,986,000	2,366,000	2,682,000	100.0	82.1	80.0	72.5	86.4	97.9	+ 13.4	-	
Hardware .....	16,073,000	10,736,000	10,351,000	12,633,000	13,308,000	100.0	71.2	66.8	64.4	78.6	82.8	+ 5.3	-	
Jewellery and optical goods .....	1,127,000	812,000	791,000	959,000	1,102,000	100.0	86.6	72.0	70.2	85.1	97.8	+ 14.9	-	
Leather and leather goods .....	1,759,000	1,662,000	1,726,000	1,951,000	1,974,000	100.0	86.9	94.5	98.1	110.9	112.2	+ 1.2	-	
Lumber and building materials .....	5,700,000	3,193,000	3,225,000	4,079,000	4,107,000	100.0	70.3	56.0	56.6	71.6	72.1	+ 0.7	-	
Machinery, equipment and supplies .....	21,130,000	5,370,000	4,893,000	6,749,000	9,438,000	100.0	30.5	25.4	23.2	31.9	44.7	+ 39.8	-	
Paper and paper products .....	3,527,000	3,181,000	2,927,000	3,185,000	3,322,000	100.0	92.5	90.2	83.0	90.3	94.2	+ 4.3	-	
Petroleum products .....	75,078,000	48,050,000	38,365,000	40,467,000	42,269,000	100.0	69.6	64.0	51.1	53.9	56.3	+ 4.5	-	
Plumbing and heating equipment and supplies .....	2,604,000	854,000	740,000	924,000	1,057,000	100.0	57.5	32.8	28.4	35.5	40.6	+ 14.4	-	
Tobacco and confectionery .....	8,791,000	6,198,000	6,400,000	6,910,000	7,323,000	100.0	79.6	70.5	72.8	78.6	83.3	+ 6.0	-	
All other .....	2,171,000	1,297,000	1,224,000	1,404,000	1,654,000	100.0	75.0	59.7	56.4	64.7	76.2	+ 17.8	-	



Table 7.--BRITISH COLUMBIA - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated)						Indexes of Sales (1930 = 100.0)					Per cent Change 1934-35										
	1930 (Actual)		1932		1933		1934		1935		1930		1931		1932		1933		1934			
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total .....	131,414,000	85,102,000	83,418,000	94,131,000	102,171,000	100.0	81.9	64.8	63.5	71.6	77.7	+ 8.5										
Automotive .....	2,038,000	1,213,000	1,232,000	1,426,000	1,468,000	100.0	79.2	59.5	60.5	70.0	72.0	+ 2.9										
Chemicals and paints .....	875,000	690,000	852,000	921,000	1,005,000	100.0	92.8	78.9	97.4	105.2	114.9	+ 9.1										
Drugs and drug sundries .....	3,410,000	2,903,000	2,644,000	2,813,000	2,939,000	100.0	95.3	85.1	77.5	82.5	86.2	+ 4.5										
Dry goods and apparel .....	4,670,000	2,656,000	2,759,000	3,050,000	3,304,000	100.0	70.6	56.9	59.1	65.3	70.7	+ 8.3										
Electrical .....	3,415,000	1,993,000	1,205,000	1,673,000	2,196,000	100.0	74.5	58.5	35.3	49.0	64.3	+ 31.3										
Foods .....	57,972,000	36,847,000	37,645,000	40,980,000	43,706,000	100.0	81.0	63.6	64.9	70.7	75.4	+ 6.7										
Groceries .....	26,484,000	18,626,000	20,151,000	21,235,000	22,094,000	100.0	88.3	70.3	76.1	80.2	83.4	+ 4.0										
Dairy and poultry products .....	1,571,000	1,213,000	1,236,000	1,230,000	1,251,000	100.0	84.1	77.2	78.7	78.7	79.6	+ 1.7										
Fruits and vegetables .....	9,524,000	5,667,000	5,705,000	6,229,000	7,105,000	100.0	75.4	59.5	59.9	65.4	74.6	+ 14.1										
Meats and fish .....	20,393,000	11,341,000	19,553,000	12,266,000	13,256,000	100.0	73.8	55.6	51.7	60.2	64.5	+ 7.9										
Furniture and house furnishings .....	1,193,000	663,000	660,000	1,010,000	1,132,000	100.0	79.9	55.6	51.3	84.7	94.9	+ 12.1										
Hardware .....	10,314,000	5,229,000	5,631,000	7,282,000	8,303,000	100.0	73.7	50.7	54.6	70.6	80.5	+ 14.0										
Jewellery and optical goods .....	585,000	431,000	413,000	493,000	555,000	100.0	89.7	73.7	70.6	84.3	94.9	+ 12.6										
Lumber and building materials .....	6,310,000	3,275,000	2,345,000	2,509,000	3,182,000	100.0	79.6	51.9	37.2	39.8	50.4	+ 26.8										
Machinery, equipment and supplies .....	4,321,000	1,736,000	1,838,000	2,527,000	2,976,000	100.0	64.4	40.2	42.5	58.5	68.9	+ 17.8										
Metals and metal work .....	867,000	490,000	552,000	861,000	929,000	100.0	94.9	56.6	63.6	99.3	107.2	+ 7.9										
Paper and paper products .....	2,619,000	2,252,000	2,103,000	2,265,000	2,396,000	100.0	99.8	86.0	80.3	86.5	91.5	+ 5.8										
Petroleum products .....	22,826,000	18,466,000	17,485,000	19,219,000	20,406,000	100.0	92.3	80.9	76.6	84.2	89.4	+ 6.2										
Plumbing and heating equipment and supplies .....	1,209,000	416,000	412,000	470,000	619,000	100.0	64.5	34.4	34.1	38.9	51.2	+ 31.7										
Tobacco and confectionery .....	4,888,000	3,627,000	3,251,000	3,583,000	3,925,000	100.0	85.0	74.2	66.5	73.3	80.3	+ 9.5										
All other .....	3,902,000	2,210,000	2,391,000	3,049,000	3,130,000	100.0	72.7	56.6	61.3	78.1	80.2	+ 2.7										



CANADA  
DOMINION BUREAU OF STATISTICS  
CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

WHOLESALE TRADE

IN

CANADA AND THE PROVINCES

1936

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Published by Authority of the Hon. W.D. Elder, M.P.,  
Minister of Trade and Commerce.

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Minister of Trade and Commerce.

## DOMINION BUREAU OF STATISTICS - CANADA

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S.(Hon.)

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Chief: H. Marshall, B.A., F.S.S.

## CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Wholesale Trade in Canada, 1936

Aggregate sales for wholesale trading houses in Canada in 1936 were \$1,181,-543,000 or 9.3 per cent in excess of the \$1,080,742,000 recorded for 1935 according to calculations made for the Census of Merchandising and Service Establishments, Dominion Bureau of Statistics. Wholesale sales in Canada have shown an upward trend continually since 1933; they are now above the total reported for 1931 and are within 14 per cent of the 1930 figure, the index for 1936 on the 1930 base standing at 86.2. Indexes on the same base for earlier years are 81.6 for 1931, 68.7 for 1932, 65.7 for 1933, 74.7 for 1934 and 78.9 for 1935.

The largest increases in sales for 1936 over the preceding year were reported by dealers in industrial goods and reflect the general improvement in the construction industry, an improvement stimulated by financial facilities offered through the Dominion Housing Loan. Such increases appear in the following trades: electrical, 28.3 per cent; lumber and building materials, 24.1 per cent; plumbing and heating equipment and supplies, 20.2 per cent; machinery, equipment and supplies, 17.6 per cent; metals and metal work, 15.3 per cent, and hardware, 13.8 per cent. Changes in the value of wholesale sales from year to year reflect changes both in the volume of goods sold and also variations in price levels. The price index of building and construction materials increased by 5 per cent between 1935 and 1936. The hardware price index showed the opposite trend, declining by 1.4 per cent during the same interval. While these price indexes are not so constructed as to warrant their use in deflating the dollar value of wholesale sales, they do give a general indication of the effect of price movements on the dollar value of sales. A comparison of the percentage changes in value of sales for the construction materials group and the changes in the corresponding price indexes shows that the increased sales were due to increases in volume of goods sold rather than to changes in price levels. Further reference to the price factor as it affects the trend in dollar sales is made at a later stage in this report.

The only loss from 1935 revealed in the figures for Canada as a whole appears for the farm supplies group which eased off 6.0 per cent to give a total sales figure of \$10,483,000. The loss for this group is due to the inclusion therein of figures for a number of wholesale firms specializing in the sale of seeds, stocks and nursery products, and whose dollar sales fell off to a marked degree, following a steep decline in the price of clover and timothy seeds during 1936.

Staple lines of consumers' goods also registered considerable gains. Although these do not appear as large as those for producers' goods, they are quite substantial and show a better relative improvement than in the preceding year. The food group - which includes groceries, dairy and poultry products, fruits and vegetables, and meats and fish - rose from \$444,529,000 in 1935 to \$482,819,000 in 1936, an increase of 8.6 per cent. Increases for individual lines of trade within the group are as follows: groceries, 7.1 per cent; dairy and poultry products, 12.6 per cent; fruits and vegetables, 10.3 per cent, and meats and fish, 8.9 per cent. Other important increases in the staple lines of consumers' goods as reported to the Dominion Bureau of Statistics by the wholesale trade in 1936 are: jewellery and optical goods, 17.1 per cent; automotive, 11.6 per cent; chemicals and paints, 8.6 per cent; furniture and house furnishings, 8.1 per cent; drugs and drug sundries, 7.4 per cent; tobacco and confectionery, 7.4 per cent, and petroleum products, 6.1 per cent.

Note: This report covers that part of the wholesale trade transacted by full-function wholesale trading houses only. Limited-function wholesalers (manufacturers' sales branches, various types of agents, etc.) are not included.



Dominion totals for the coal and coke group show an increase in sales over 1935 of 6.7 per cent. With sales now reaching a total of \$55,748,000, the coal group presents an increase over the 1930 base of approximately 10.9 per cent. In this connection, it may be well to remember that, while the dollar value of sales as reported by the wholesale trades has increased rapidly, actual consumption has not recovered to the same extent. It would seem that the disorganized state of the bituminous market in 1930 and the stabilization of conditions in later years would account for this anomaly in the wholesale trade statistics. Since 1930 is used as the base figure, the indexes on this base do not present an entirely accurate picture of movements in the coal trade in recent years. This situation is revealed in the following table which shows a comparison of indexes of sales for firms in the wholesale coal trade with indexes of imports and domestic production of bituminous coal, indexes of imports of anthracite coal and indexes of wholesale coal prices (consumers' goods).

Indexes of Sales for Wholesale Coal Trade Compared With Indexes of Imports and Domestic Production and Indexes of Wholesale Coal Prices  
(1930 = 100)

Year	Bituminous, Imported and Domestic (tonnage)	Anthracite Imported (tonnage)	Prices (Consumers' goods)	Wholesale Coal Trade, Net Sales Reported
1930	.....	100.0	100.0	100.0
1931	.....	74.9	99.5	87.9
1932	.....	69.0	96.5	83.9
1933	.....	67.3	91.6	85.3
1934	.....	78.1	91.7	101.6
1935	.....	76.2	91.2	103.9
1936	.....	83.7	91.2	110.9

#### Sales by Economic Divisions

All five economic divisions of the country shared about equally in the improvement in wholesale trade in 1936. In each case, a substantial gain is reported over the 1931 figures as well. Ontario reported the largest 1935-to-1936 increase at 9.9 per cent. In order, the Maritimes follow with 9.6 per cent, British Columbia with 9.2 per cent, Quebec with 9.0 per cent, and the Prairie Provinces with 8.8 per cent. In order of total amount of business, Ontario leads with sales of \$431,477,000, Quebec second with \$327,034,000, and the Prairies third with \$230,228,000. British Columbia and the Maritimes complete the picture with sales of \$111,532,000 and \$81,212,000 respectively.

#### Maritime Provinces

The total wholesale trade in the Maritime Provinces showed an increase of 9.6 per cent in 1936 over 1935, the amount of sales being \$81,212,000. This is the largest amount since 1930 when sales were given as \$92,302,000. On the 1930 base, indexes of sales for the succeeding years are as follows: 85.6 in 1931, 70.3 in 1932, 67.9 in 1933, 77.0 in 1934, 80.3 in 1935, and 88.0 in 1936. The more important groups show the following increases in the 1935-1936 comparison: foods, 9.3 per cent; hardware, 13.5 per cent; lumber and building materials, 18.5 per cent, and petroleum products, 7.1 per cent.

#### Quebec

Sales at wholesale in Quebec during 1936 amounted to \$327,034,000, an increase of 9.0 per cent over the 1935 figure of \$299,999,000. Indexes for the last few years (taking 1930 equals 100) are: 83.7 in 1931, 69.4 in 1932, 65.9 in 1933, 74.7 in 1934, 77.7 in 1935, and 84.7 in 1936.

Sales in the general food group produced a 10.8 per cent increase over 1935 with sales amounting to \$135,935,000. Included in this group are dairy and poultry products which, due to a favourable export market, increased 15.4 per cent. Meats and fish added a substantial gain of 12.3 per cent. The increase registered by fruits and vegetables was 8.9 per cent and that by groceries, 7.3 per cent.



Other major groups show the following increases: dry goods and apparel, 5.1 per cent; electrical, 29.4 per cent; machinery, equipment and supplies, 17.1 per cent; plumbing and heating equipment and supplies, 20.9 per cent, and lumber and building materials, 19.8 per cent.

#### Ontario

Wholesale trade in 1936 in Ontario increased 9.9 per cent to \$431,477,000 over the previous year. Here also the best year since 1930 was registered and sales now stand only 8.5 per cent below the figure for that period. The indexes for subsequent years (1930 = 100) are: 1931, 84.4; 1932, 70.9; 1933, 68.9; 1934, 79.4; 1935, 83.3, and 1936, 91.5.

The food group, which accounted for more than one-third of all the sales in Ontario, rose 7.2 per cent, the amount reported totalling \$150,692,000. Gains were registered in each sub-food group and ranged from 5.1 per cent for general groceries to 12.1 per cent for fruits and vegetables. Second in importance of size comes the petroleum group with an increase of 7.9 per cent. Other groups of consumers' goods increased as follows: drugs and drug sundries, 11.4 per cent; dry goods and apparel, 1.7 per cent, and tobacco and confectionery, 7.0 per cent.

The groups concerned with producers' or industrial goods registered the largest gains and some of the more important are as follows: hardware, 16.8 per cent; lumber and building materials, 26.9 per cent; machinery, equipment and supplies, 18.0 per cent; electrical, 28.5 per cent, and metals and metal work, 21.2 per cent.

#### Prairie Provinces

Sales of wholesalers in the Prairie Provinces in 1936 amounted to \$230,288,-000, an increase of 8.8 per cent over the 1935 sales figure of \$211,741,000. The slightly smaller increase in the Prairie Provinces compared with those for other divisions may be attributed to two causes. In the first instance, that portion of the wholesale trade of the Prairie Provinces which consists in the distribution of producers' goods is proportionately smaller than in other divisions of the country. Consequently the total wholesale trade of the Prairie Provinces has been influenced to a lesser degree by the more rapid improvement which has characterized the trend in sales of producers' goods in recent years. On the other hand, the farm supplies group which, as previously stated, suffered a considerable decline in value of sales in 1936, is proportionately of greater importance in the wholesale trade of the Prairie Provinces than in other parts and consequently exercised a greater weight in reducing the upward trend in sales for the wholesale trade as a whole in the Prairie Provinces than elsewhere.

Indexes of sales for the wholesale trade on the base 1930 equals 100 are as follows: 73.0 for 1931, 65.2 for 1932, 60.6 for 1933, 67.7 for 1934, 73.4 for 1935, and 79.8 for 1936.

The food group, which constitutes by far the largest proportion of the total sales, reported an increase of 8.3 per cent with a sales value of \$105,980,000. Within this group, increases ranging from 0.7 per cent for dairy and poultry products to 10.8 per cent for fruit and vegetables are registered.

Other important groups with their percentage increases over 1935 are as follows: petroleum products, 7.5 per cent; hardware, 9.3 per cent; machinery, equipment and supplies, 15.6 per cent, and dry goods and apparel, 9.6 per cent.

#### British Columbia

Wholesale trade in British Columbia amounted to \$111,532,000, an increase of 9.2 per cent over 1935, when the sales were \$102,171,000. On the base 1930 equals 100, indexes are as follows: 81.9 in 1931, 64.8 in 1932, 63.5 in 1933, 71.6 in 1934, 77.7 in 1935, and 84.9 in 1936.

The food group again registered a substantial gain of 7.1 per cent to give a sales total of \$46,796,000. Within the group, groceries led with a 9.5 per cent increase and were followed successively by dairy and poultry products at 7.4 per cent, meats and fish at 5.3 per cent, and fruits and vegetables at 2.6 per cent.



The more important increases in non-food products appear as follows: lumber and building materials, 33.5 per cent; plumbing and heating equipment and supplies, 30.9 per cent; electrical, 27.2 per cent; hardware, 18.0 per cent, and petroleum products, 2.3 per cent.

Comparison of Indexes of Wholesale Sales and Wholesale Prices

In the period 1930 to 1936 the dollar value of wholesale sales was affected not only by changes in the physical volume of goods distributed but also by changes in the prices of commodities. The measurement of the influence of these two factors cannot be made accurately as sales are reported by kinds of business and not by commodities and also because comparable price indexes are not available. Nevertheless, the general trends in wholesale prices and dollar volume of sales give some indication of the relative movements in the physical volume of goods handled. The total sales of wholesale firms and the indexes of value of sales and of prices for the period 1930 to 1936 are as follow:

Year	Sales	Indexes (1930 = 100)	
		Sales	Prices (Consumers' Goods)
\$			
1930	...	1,370,066,000	100.0
1931	...	1,118,364,000	81.6
1932	...	940,658,000	68.7
1933	...	900,496,000	65.7
1934	...	1,023,296,000	74.7
1935	...	1,080,742,000	78.9
1936	...	1,181,543,000	86.2
			83.7

A somewhat clearer indication of relative movements in price and volume is given by price indexes in some of the leading lines of wholesale trade.

Index Numbers of Wholesale Prices  
(1930 = 100)

	1930	1931	1932	1933	1934	1935	1936
Consumers' Goods, Total .....	100.0	85.3	79.8	79.6	83.0	82.4	83.7
Foods, beverages, tobacco .....	100.0	75.6	66.1	68.5	74.9	75.6	78.8
Coal .....	100.0	99.5	96.5	91.6	91.7	91.2	91.2
Drugs and pharmaceutical chemicals.	100.0	91.6	83.5	70.9	72.9	71.7	72.7
Other Goods --							
Building and construction materials	100.0	90.2	85.0	86.2	90.9	89.4	93.9
Chemicals and allied products .....	100.0	93.4	90.4	87.6	87.5	85.2	84.1
Hardware .....	100.0	97.9	96.0	94.2	94.9	95.1	93.8
Petroleum and its products .....	100.0	86.9	88.8	89.0	90.8	89.2	87.4

Comparability With 1930 Census

In constructing an annual index of wholesale sales, the chief objective has been to derive the most representative measure of the trend from year to year in wholesale trade and particularly in pre-retail business. For this reason, it has been necessary to make some alterations in the classifications used in the decennial census and to omit certain groups from the annual survey. Certain adjustments in the figures shown in the results of the decennial census have also been necessary to bring the data for subsequent years to a comparable basis. The more important revisions made in the 1930 figures were for drugs and drug sundries (Maritimes and Prairies), groceries (Ontario, Prairies and British Columbia), fruits and vegetables (Prairies), and plumbing and heating equipment and supplies (Quebec and Prairies).

In the main, the current census is confined to Wholesalers Proper with the exception of dealers in meats and petroleum products. In the case of meats, the sales of packing houses as well as of wholesale branches are now included and the entire group of petroleum products is now taken. A detailed description of the classifications used in the annual census will be found in the census report for 1933.



Method of Constructing Indexes of Wholesale Sales

The figures for 1930 shown in this report are taken from the results of the complete Census of Merchandising and Service Establishments taken in 1931 in connection with the Seventh Decennial Census, for which returns were received from all trading establishments in the country giving details regarding the business transacted in the preceding year. While the census of 1931 covered every firm, the annual census is more limited in its scope and includes only those wholesalers proper with sales of \$100,000 or more in 1930 together with some large firms which have commenced operations since that year. The reports received for the annual census are used in determining the trend in wholesale business from year to year. The trend value is then applied to the total sales for the base year 1930 in order to arrive at the most probable value of total business for each year. It should, therefore, be clearly understood that the sales figures shown in this report for years subsequent to 1930 do not refer only to those establishments from which reports are annually secured but are the most accurate estimates possible of the total wholesale trade, including both contributing and non-contributing firms. The method makes no allowance for contraction or expansion in the total number of firms operating in the wholesale field. While the figures shown herein are believed to closely approximate actual conditions, it must be borne in mind that the disappearance of old firms and the use of new concerns are not fully reflected in the indexes.



Table 1.-Summary of Wholesale Trade by Economic Divisions and Kinds of Business, 1930 - 1936

Division and Kind of Business	Total Net Sales (Estimated)				Indexes of Sales (1930 = 100.0)					Per cent Change 1936/35	
	1930 (Actual)	1933	1935	1936	1930	1931	1932	1933	1934	1935	
Maritime Provinces .....	92,302,000	62,666,000	74,101,000	81,212,000	100.0	85.6	70.3	67.9	77.0	80.3	88.0 - 9.6
Quebec .....	386,229,000	254,696,000	299,999,000	327,034,000	100.0	83.7	69.4	65.9	74.7	77.7	84.7 + 9.0
Ontario .....	471,618,000	324,828,000	392,730,000	431,477,000	100.0	84.4	70.9	68.9	79.4	83.3	91.5 + 9.9
Prairie Provinces .....	288,503,000	174,888,000	211,741,000	230,228,000	100.0	73.0	65.2	60.6	67.7	73.4	79.8 + 8.8
British Columbia .....	131,414,000	83,418,000	102,171,000	111,532,000	100.0	81.9	64.8	63.5	71.6	77.7	84.9 + 9.2
CANADA, TOTAL .....	1,370,066,000	900,496,000	1,080,742,000	1,181,543,000	100.0	81.6	68.7	65.7	74.7	78.9	86.2 + 9.3
Amusement, photographic and sporting goods .....	4,278,000	2,464,000	2,933,000	3,354,000	100.0	82.9	67.7	57.6	64.0	68.6	78.4 +14.4
Automotive .....	20,990,000	13,473,000	16,913,000	18,875,000	100.0	84.3	65.3	64.2	74.4	80.6	89.9 +11.6
Chemicals and paints .....	8,387,000	7,743,000	9,852,000	10,702,000	100.0	84.1	74.7	92.3	108.0	117.5	127.6 + 8.6
Drugs and drug sundries .....	27,973,000	22,139,000	24,814,000	26,644,000	100.0	96.3	85.2	79.1	83.4	88.7	95.2 + 7.4
Coal and coke .....	50,252,000	42,881,000	52,227,000	55,748,000	100.0	87.9	83.9	85.3	101.6	103.9	110.9 + 6.7
Dry goods and apparel .....	102,358,000	64,396,000	75,450,000	79,122,000	100.0	79.0	65.3	62.9	71.6	73.7	77.3 + 4.9
Electrical .....	22,982,000	9,973,000	14,940,000	19,170,000	100.0	78.4	52.2	43.4	56.6	65.0	83.4 +28.3
Farm supplies .....	16,037,000	8,719,000	11,153,000	10,483,000	100.0	87.2	64.8	54.4	67.6	69.5	65.4 - 6.0
Foods .....	540,820,000	377,670,000	444,529,000	482,819,000	100.0	83.4	70.6	69.8	78.1	82.2	89.3 + 8.6
Furniture and house furnishings .....	13,632,000	7,293,000	9,404,000	10,163,000	100.0	76.7	58.0	53.5	64.2	69.0	74.6 + 6.1
General merchandise .....	13,478,000	9,663,000	11,097,000	12,886,000	100.0	78.1	69.0	64.3	76.1	82.3	95.6 +16.1
Hardware .....	65,943,000	38,025,000	49,260,000	56,075,000	100.0	76.5	59.4	57.7	70.1	74.7	85.0 +13.8
Jewellery and optical goods .....	10,858,000	6,935,000	9,711,000	11,374,000	100.0	85.6	67.8	63.9	77.3	89.4	104.8 +17.1
Leather and leather goods .....	7,377,000	5,325,000	6,512,000	6,854,000	100.0	76.8	67.2	72.2	80.9	88.3	92.9 + 5.3
Lumber and building materials .....	51,872,000	27,584,000	34,234,000	34,600,000	100.0	73.8	44.1	36.5	47.9	53.2	66.0 +24.1
Machinery, equipment and supplies .....	59,321,000	33,757,000	39,696,000	40,071,000	100.0	55.1	40.7	36.7	47.4	56.9	66.9 +17.6
Metals and metal work .....	14,059,000	6,817,000	11,122,000	12,821,000	100.0	71.2	52.0	48.5	69.4	79.1	91.2 +15.3
Paper and paper products .....	22,462,000	17,263,000	20,103,000	21,287,000	100.0	92.7	82.3	76.9	85.2	89.5	94.8 + 5.9
Petroleum products .....	230,169,000	163,315,000	178,367,000	189,272,000	100.0	83.8	78.0	71.0	76.5	77.5	82.2 + 6.1
Plumbing and heating equipment and supplies .....	14,512,000	5,508,000	7,554,000	9,078,000	100.0	75.5	44.1	38.0	46.9	52.1	62.6 +20.2
Tobacco and confectionery .....	45,870,000	32,165,000	38,568,000	41,403,000	100.0	89.1	76.5	70.1	77.3	84.1	90.3 + 7.4
Trade materials .....	10,118,000	6,335,000	9,721,000	12,824,000	100.0	78.7	52.3	62.6	83.1	96.1	126.7 +31.9
All other .....	16,318,000	12,688,000	15,171,000	16,659,000	100.0	86.2	79.6	77.8	85.7	93.0	102.1 + 9.8



Table 2.--CANADA - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (1930 = 100.0)						Indexes of Sales (1930 = 100.0)						Per cent. Change 1936/35
	1930 (Actual)	1931	1932	1933	1934	1935	1930	1931	1932	1933	1934	1935	
Total	1,370,666,000	900,496,000	1,080,742,000	1,181,543,000	1,000,000	81,6	68.7	65.7	74.7	78.9	86.2	+ 9.3	
Amusement, photographic and sporting goods	4,278,000	2,464,000	2,933,000	3,354,000	100.0	82.9	67.7	57.6	64.0	68.6	78.4	+14.4	
Automotive	20,920,000	13,473,000	16,913,000	18,875,000	100.0	84.3	65.3	64.2	74.4	80.6	89.9	+11.6	
Automotive equipment and parts	18,953,000	11,894,000	14,921,000	16,809,000	100.0	83.9	64.9	62.8	73.1	78.7	88.7	+12.7	
Tires	2,037,000	1,579,000	1,992,000	2,066,000	100.0	88.1	69.3	77.5	86.1	97.8	101.4	+3.7	
Chemicals and paints	8,387,000	7,743,000	9,852,000	10,702,000	100.0	84.1	74.7	92.3	108.0	117.5	127.6	+ 8.6	
Drugs and drug sundries	27,973,000	22,139,000	24,814,000	26,644,000	100.0	96.3	85.2	79.1	83.4	88.7	95.2	+ 7.4	
Coal and coke	50,252,000	42,881,000	52,227,000	55,748,000	100.0	87.9	83.9	85.3	101.6	103.9	110.9	+ 6.7	
Dry goods and apparel	102,358,000	64,396,000	75,450,000	79,122,000	100.0	79.0	65.3	62.9	71.6	73.7	77.3	+ 4.9	
Clothing and furnishings (including millinery and shoes)	24,451,000	16,703,000	19,677,000	20,859,000	100.0	83.5	72.4	68.3	75.8	80.5	85.3	+ 6.0	
Dry goods (including notions and piece goods)	77,907,000	47,693,000	55,773,000	58,263,000	100.0	77.7	63.0	61.2	70.3	71.6	74.8	+ 4.5	
Electrical	22,982,000	9,973,000	14,940,000	19,170,000	100.0	78.4	52.2	43.4	56.6	65.0	83.4	+28.3	
Farm supplies	16,037,000	8,719,000	11,153,000	10,483,000	100.0	87.2	64.8	54.4	67.6	69.5	65.4	- 6.0	
Foods	540,820,000	377,670,000	444,529,000	482,819,000	100.0	83.4	70.6	69.8	78.1	82.2	89.3	+ 8.6	
Groceries	223,833,000	184,436,000	203,245,000	217,713,000	100.0	87.7	79.4	82.4	87.8	90.8	97.3	+ 7.1	
Dairy and poultry products	48,771,000	32,185,000	36,273,000	40,860,000	100.0	81.4	69.4	66.0	66.5	74.4	83.8	+12.6	
Fruits and vegetables	99,102,000	63,176,000	75,480,000	83,236,000	100.0	83.5	70.1	63.7	72.9	76.2	84.0	+10.3	
Meats and fish	169,109,000	97,873,000	129,531,000	141,040,000	100.0	78.4	59.6	57.9	71.5	76.6	83.4	+ 8.9	
Furniture and house furnishings	13,632,000	7,293,000	9,404,000	10,163,000	100.0	76.7	58.0	53.5	64.2	69.0	74.6	+ 8.1	
General merchandise	13,478,000	8,668,000	11,097,000	12,886,000	100.0	78.1	69.0	64.3	76.1	82.3	95.6	+16.1	
Hardware	65,943,000	38,025,000	49,260,000	56,075,000	100.0	76.5	59.4	57.7	70.1	74.7	85.0	+13.8	
Jewellery and optical goods	10,858,000	6,935,000	9,711,000	11,374,000	100.0	85.8	67.8	63.9	77.3	89.4	104.8	+17.1	
Jewellery	8,078,000	4,430,000	6,559,000	7,890,000	100.0	82.9	60.6	54.8	68.5	81.2	97.7	+20.3	
Optical goods	2,780,000	2,505,000	3,152,000	3,484,000	100.0	94.0	88.7	90.1	103.0	113.4	125.3	+10.5	
Leather and leather goods	7,77,000	5,325,000	6,512,000	6,854,000	100.0	76.8	72.2	80.9	88.3	92.9	91.2	+ 5.3	
Lumber and building materials	51,72,000	18,912,000	27,584,000	34,234,000	100.0	73.0	44.1	36.5	47.9	53.2	66.0	+24.1	
Machinery, equipment and supplies	59,221,000	33,757,000	39,696,000	40,000	55.1	40.7	36.7	47.4	56.9	66.9	+17.6		
Commercial and service equipment and supplies	6,710,000	3,521,000	4,550,000	4,984,000	100.0	70.3	63.1	52.5	60.3	67.8	74.3	+ 9.5	
Farm machinery and equipment	14,205,000	2,698,000	5,975,000	6,848,000	100.0	21.0	18.9	12.6	26.9	41.8	47.9	+14.6	
Professional equipment and supplies	7,810,000	5,849,000	6,907,000	7,392,000	100.0	21.2	17.1	14.9	23.1	38.4	49.6	+ 7.0	
All other machinery, equipment and supplies	30,496,000	9,721,000	16,325,000	20,472,000	100.0	56.7	35.4	31.9	45.1	53.5	67.1	+25.4	
Metals and metal work	14,059,000	6,817,000	11,122,000	12,821,000	100.0	71.2	52.0	48.5	69.4	79.1	91.2	+15.3	
Paper and paper products	22,462,000	17,263,000	20,103,000	21,287,000	100.0	92.7	82.3	76.9	85.2	89.5	94.8	+ 5.9	
Petroleum products	230,169,000	163,315,000	178,367,000	189,272,000	100.0	83.8	78.0	71.0	76.5	77.5	82.2	+ 6.1	
Plumbing and heating equipment and supplies	14,512,000	5,508,000	7,554,000	9,078,000	100.0	75.5	44.1	38.0	46.9	52.1	62.6	+20.2	
Tobacco and confectionery	45,870,000	32,165,000	38,568,000	41,403,000	100.0	89.1	76.5	70.1	77.3	84.1	90.3	+ 7.4	
Waste materials	10,118,000	6,335,000	9,721,000	12,824,000	100.0	78.7	52.3	62.6	83.1	96.1	126.7	+31.9	
All other	16,318,000	12,688,000	15,171,000	16,659,000	100.0	86.2	79.6	77.8	85.7	93.0	102.1	+ 9.8	



Table 3. --MARITIME PROVINCES - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated)			Indexes of Sales (1930 = 100.0)						Per cent Change 1936/35	
	1930 (Actual)	1933	1935	1936	1930	1931	1932	1933	1934	1935	
Total .....	92,302,000	62,666,000	74,101,000	81,212,000	100.0	85.6	70.3	67.9	77.0	80.3	88.0
Automotive .....	1,609,000	975,000	1,207,000	1,336,000	100.0	75.3	62.7	60.6	65.4	75.0	83.0
Drugs and drug sundries .....	2,112,000	1,445,000	1,542,000	1,636,000	100.0	92.6	82.5	68.4	72.4	73.0	77.5
Coal and coke .....	561,000	448,000	479,000	509,000	100.0	94.9	87.2	79.9	82.4	85.4	90.7
Dry goods and apparel .....	3,665,000	2,171,000	2,627,000	2,791,000	100.0	78.6	62.4	59.2	67.0	71.7	76.2
Farm supplies .....	792,000	576,000	642,000	734,000	100.0	88.7	75.4	72.7	87.3	81.0	92.7
Foods .....	49,380,000	34,685,000	39,721,000	43,416,000	100.0	84.6	70.0	70.2	78.0	80.4	87.9
Groceries .....	27,282,000	21,717,000	24,154,000	26,195,000	100.0	86.3	77.0	79.6	86.6	88.5	96.0
Dairy and poultry products .....	1,857,000	1,083,000	1,304,000	1,351,000	100.0	56.3	58.3	60.5	70.2	72.8	84.4
Fruits and vegetables .....	7,218,000	4,049,000	4,850,000	5,587,000	100.0	79.7	59.7	56.1	67.2	77.4	+15.2
Meats and fish .....	13,023,000	7,836,000	9,413,000	10,283,000	100.0	87.9	63.1	60.2	69.8	72.3	79.0
Furniture and house furnishings .....	984,000	563,000	703,000	760,000	100.0	90.6	63.2	57.2	69.7	71.4	77.2
General merchandise .....	1,330,000	870,000	1,057,000	1,274,000	100.0	76.1	63.2	65.4	74.6	79.5	95.7
Hardware .....	8,082,000	4,607,000	5,455,000	6,191,000	100.0	84.0	60.2	57.0	67.8	67.5	76.6
Jewellery and optical goods .....	307,000	221,000	270,000	289,000	100.0	87.3	73.3	72.0	83.7	87.9	94.1
Lumber and building materials .....	1,544,000	512,000	773,000	916,000	100.0	84.3	41.7	33.2	47.7	50.1	59.3
Machinery, equipment and supplies .....	1,786,000	701,000	964,000	1,187,000	100.0	64.9	49.8	39.2	52.2	54.0	66.5
Paper and paper products .....	924,000	678,000	783,000	838,000	100.0	90.2	80.3	73.4	84.6	84.7	90.7
Petroleum products .....	15,641,000	11,918,000	15,219,000	16,300,000	100.0	93.2	82.4	76.2	89.0	97.3	104.2
Tobacco and confectionery .....	1,628,000	1,052,000	1,158,000	1,283,000	100.0	89.1	72.7	64.7	71.0	78.8	+10.8
All other .....	1,957,000	1,243,000	1,501,000	1,752,000	100.0	83.0	64.8	63.5	70.8	76.7	89.5



Table 4.—QUEBEC — Total Sales and Sales Indexes by Kinds of Business.

Kind of Business	Total Net Sales (Estimated)						Indexes of Sales (1930 = 100.0)						Per cent Change 1936/35
	1930 (Actual)	1933	1935	1936	1930	1931	1932	1933	1934	1935	1936	1937	
Total	\$ 386,229,000	\$ 254,696,000	\$ 299,992,000	\$ 327,034,000	100.0	83.7	69.4	65.9	74.7	77.7	84.7	80.0	+ 9.0
Amusement, photographic and sporting goods	787,000	491,000	574,000	737,000	100.0	88.5	78.8	62.4	70.2	72.9	93.6	77.8	+28.4
Automotive	2,690,000	2,140,000	2,254,000	2,564,000	100.0	79.8	59.3	58.0	60.4	61.1	72.2	71.1	+18.2
Chemicals and paints	4,150,000	4,042,000	5,424,000	6,015,000	100.0	86.4	77.8	97.4	121.8	130.7	144.9	144.9	+10.9
Drugs and drug sundries	9,259,000	6,869,000	7,309,000	7,470,000	100.0	93.7	81.4	75.0	76.4	79.8	81.6	81.6	+ 2.2
Coal and coke	26,712,000	20,835,000	23,293,000	23,472,000	100.0	85.8	81.9	78.0	20.2	87.2	87.6	87.6	+ 0.5
Dry goods and apparel	45,569,000	27,701,000	33,728,000	35,463,000	100.0	79.2	62.4	50.3	70.7	74.0	77.8	77.8	+ 5.1
Electrical	5,925,000	2,748,000	3,971,000	5,128,000	100.0	82.5	56.3	46.3	62.8	66.9	86.6	86.6	+29.4
Farm supplies	9,259,000	3,082,000	2,660,000	3,866,000	100.0	85.7	68.6	62.5	70.4	72.6	78.0	78.0	+ 7.4
Foods	151,570,000	107,397,000	122,645,000	125,925,000	100.0	85.1	72.3	70.9	70.9	77.0	82.7	82.7	+10.8
Groceries	45,991,000	27,607,000	32,182,000	42,054,000	100.0	83.7	74.7	75.5	77.2	78.4	84.4	84.4	+ 1.3
Dairy and poultry products	37,218,000	24,422,000	26,762,000	30,886,000	100.0	82.3	70.2	66.0	64.1	72.3	82.4	82.4	+15.4
Fruits and vegetables	23,193,000	16,255,000	19,432,000	21,252,000	100.0	88.9	78.1	70.0	80.1	84.2	91.5	91.5	+ 8.9
Meats and fish	47,368,000	25,923,000	37,212,000	41,779,000	100.0	82.5	57.3	69.9	86.5	90.0	101.0	101.0	+12.3
Furniture and house furnishings	5,661,000	2,611,000	3,000,000	4,334,000	100.0	77.9	57.9	50.9	63.9	70.3	76.6	76.6	+ 8.7
General merchandise	4,740,000	2,455,000	2,844,000	3,265,000	100.0	72.2	59.6	52.8	59.8	66.0	66.8	66.8	+11.3
Hardware	15,213,000	6,471,000	10,000,000	12,055,000	100.0	72.5	57.1	57.1	66.7	70.0	72.2	72.2	+13.2
Jewellery and optical goods	3,427,000	2,461,000	2,946,000	3,117,000	100.0	87.5	72.2	63.2	73.9	93.0	91.0	91.0	+ 9.5
Leather goods	3,054,000	2,451,000	2,297,000	2,331,000	100.0	76.2	62.5	62.5	75.2	76.3	75.2	75.2	+ 1.5
Lumber and building materials	1,2440,000	1,271,000	5,373,000	7,033,000	100.0	72.1	60.8	31.8	43.7	52.3	52.3	52.3	+19.8
Machinery, equipment and supplies	1,797,67,000	5,323,000	7,361,000	8,622,000	100.0	64.8	50.3	36.0	44.5	49.8	58.4	58.4	+17.1
Metals and metal work	3,424,000	4,178,000	6,200,000	7,018,000	100.0	70.1	53.3	49.6	68.5	73.6	83.3	83.3	+13.2
Paper and paper products	6,009,000	4,405,000	5,270,000	5,518,000	100.0	92.0	79.2	73.3	82.4	87.7	91.8	91.8	+ 4.7
Retroleum products	37,398,000	28,759,000	31,863,000	32,628,000	100.0	95.4	85.8	76.9	88.9	85.2	87.2	87.2	+ 2.4
Plumbing and heating equipment and supplies	5,431,000	2,113,000	2,764,000	3,342,000	100.0	77.5	45.9	38.9	47.3	50.9	61.5	61.5	+20.9
Tobacco and confectionery	8,292,000	5,804,000	6,675,000	7,216,000	100.0	91.0	76.9	70.0	72.4	80.5	87.0	87.0	+ 8.1
All other	7,842,000	6,422,000	8,579,000	9,958,000	100.0	85.1	75.1	81.9	95.4	109.4	127.0	127.0	+16.1



Table 5.—ONTARIO — Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated)						Indexes of Sales (1930 = 100.0)						Per cent Change 1936/35				
	1930 (Actual)		1933		1935		1936		1930		1931		1932		1933		
	\$	£	\$	£	\$	£	\$	£	\$	£	\$	£	\$	£	\$	£	
Total .....	471,618,000	324,828,000	392,730,000	431,477,000	100.0	84.4	70.9	68.9	79.4	83.3	91.5	+ 9.9					
Amusement, photographic and sporting goods	2,764,000	1,553,000	1,805,000	1,976,000	100.0	82.0	65.5	56.2	60.8	65.3	71.5	+ 9.5					
Automotive .....	8,414,000	5,690,000	7,318,000	7,982,000	100.0	89.9	68.8	67.6	80.4	87.0	94.9	+ 9.1					
Chemicals and paints .....	2,951,000	2,626,000	3,146,000	3,398,000	100.0	80.8	71.8	89.0	95.6	106.6	115.1	+ 8.0					
Drugs and drug sundries .....	9,194,000	8,181,000	9,819,000	10,938,000	100.0	102.4	91.4	89.0	97.5	106.8	119.0	+11.4					
Coal and coke .....	17,156,000	18,220,000	24,224,000	27,252,000	100.0	93.6	92.1	106.2	133.8	141.2	158.8	+12.5					
Dry goods and apparel .....	35,047,000	22,906,000	25,838,000	26,265,000	100.0	81.2	66.4	65.4	72.8	73.7	74.9	+ 1.7					
Electrical .....	11,124,000	4,839,000	6,953,000	8,935,000	100.0	79.0	47.8	43.5	54.8	62.5	80.3	+28.5					
Farm supplies .....	8,634,000	4,317,000	5,681,000	5,016,000	100.0	92.2	62.8	50.0	67.1	65.8	58.1	+11.7					
Foods .....	167,966,000	116,770,000	140,605,000	150,692,000	100.0	84.2	71.1	69.5	80.9	83.7	89.7	+ 7.2					
Groceries .....	65,171,000	55,590,000	61,705,000	64,857,000	100.0	88.2	81.9	85.4	93.1	94.8	99.6	+ 5.1					
Dairy and poultry products .....	7,120,000	4,464,000	5,532,000	5,847,000	100.0	80.1	65.0	62.7	70.2	77.7	82.1	+ 5.7					
Fruits and vegetables .....	32,456,000	22,362,000	26,387,000	29,580,000	100.0	82.5	73.9	68.9	79.9	81.3	91.1	+12.1					
Meats and fish .....	63,279,000	34,354,000	46,981,000	50,498,000	100.0	81.0	59.2	54.3	70.1	74.2	79.7	+ 7.3					
Furniture and house furnishings .....	4,517,000	2,593,000	2,873,000	3,278,000	100.0	75.2	59.8	57.4	60.7	63.6	72.6	+14.1					
General merchandise .....	4,453,000	3,219,000	4,324,000	5,228,000	100.0	82.5	74.0	72.3	87.1	97.1	117.4	+20.9					
Hardware .....	16,261,000	8,749,000	11,545,000	13,485,000	100.0	75.6	55.4	53.8	65.6	71.0	82.9	+16.8					
Jewellery and optical goods .....	5,412,000	3,343,000	4,930,000	6,099,000	100.0	84.0	62.7	61.8	76.8	91.2	112.7	+23.5					
Lumber and building materials .....	24,878,000	8,559,000	13,649,000	17,322,000	100.0	73.3	41.4	34.4	47.9	54.9	69.6	+26.9					
Machinery, equipment and supplies .....	17,217,000	9,034,000	13,018,000	15,356,000	100.0	73.6	58.9	52.2	65.5	75.2	88.7	+18.0					
Metals and metal work .....	4,602,000	1,997,000	3,829,000	4,641,000	100.0	68.5	48.8	43.4	65.5	83.2	100.8	+21.2					
Paper and paper products .....	9,383,000	7,150,000	8,332,000	8,757,000	100.0	91.6	80.5	76.2	84.8	88.8	93.3	+ 5.1					
Petroleum products .....	79,226,000	66,788,000	68,610,000	74,030,000	100.0	87.4	85.9	84.3	87.4	86.6	93.4	+ 7.9					
Plumbing and heating equipment and supplies .....	4,669,000	2,003,000	2,871,000	3,408,000	100.0	85.5	50.2	42.9	55.6	61.5	73.0	+18.7					
Tobacco and confectionery .....	22,271,000	15,657,000	19,487,000	20,851,000	100.0	93.0	79.5	70.3	79.9	87.5	93.6	+ 7.0					
Waste materials .....	6,464,000	4,169,000	6,529,000	8,671,000	100.0	83.0	54.5	64.5	88.3	101.0	134.1	+32.8					
All other .....	8,915,000	6,465,000	7,336,000	7,897,000	100.0	84.1	76.9	75.8	82.3	88.6	92.5	+ 7.6					



Table 6.—PRAIRIE PROVINCES — Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated)				Indexes of Sales (1930 = 100.0)					Per cent Change 1936/35	
	1930 (Actual)	1933	1935	1936	1930	1931	1932	1933	1934	1935	
Total . . . . .	288,503,000	174,888,000	211,741,000	230,288,000	100.0	73.0	65.2	60.6	67.7	73.4	79.8
Automotive . . . . .	5,239,000	3,436,000	4,666,000	5,148,000	100.0	83.1	67.1	65.6	79.2	89.1	98.3
Chemicals and paints . . . . .	3,98,000	210,000	263,000	266,000	100.0	64.8	54.6	52.6	63.0	66.0	+10.3 +1.1
Drugs and drug sundries . . . . .	4,098,000	3,000,000	3,205,000	3,455,000	100.0	91.3	81.2	73.2	74.1	78.2	+7.8 +7.8
Coal and coke . . . . .	5,705,000	3,298,000	4,148,000	4,492,000	100.0	79.7	68.2	57.8	60.5	72.7	+8.3 +8.3
Dry goods and apparel . . . . .	13,407,000	8,859,000	9,953,000	10,910,000	100.0	75.9	72.4	66.1	75.0	74.2	+9.6 +9.6
Electrical . . . . .	2,285,000	1,074,000	1,647,000	2,088,000	100.0	70.4	52.8	47.0	59.5	72.1	+26.8 +26.8
Farm supplies . . . . .	1,463,000	614,000	1,055,000	671,000	100.0	61.9	57.4	42.0	50.4	72.1	+45.9 +45.9
Foods . . . . .	113,932,000	81,173,000	97,852,000	105,980,000	100.0	80.8	71.4	71.2	79.0	85.9	+36.4 +36.4
Groceries . . . . .	54,970,000	49,171,000	56,104,000	60,404,000	100.0	88.2	86.3	89.5	95.4	102.1	+8.3 +8.3
Dairy and poultry products . . . . .	1,205,000	970,000	1,422,000	1,432,000	100.0	92.8	73.8	80.5	112.5	118.0	+7.7 +0.7
Fruits and vegetables . . . . .	26,711,000	14,825,000	17,656,000	19,563,000	100.0	83.9	65.0	55.5	63.0	66.1	+10.8 +10.8
Meats and fish . . . . .	31,046,000	16,207,000	22,670,000	24,581,000	100.0	64.4	50.3	52.2	62.5	73.0	+8.4 +8.4
Furniture and house furnishings . . . . .	1,277,000	596,000	716,000	729,000	100.0	63.2	50.4	46.7	54.5	57.1	+1.8 +1.8
General merchandise . . . . .	2,739,000	1,986,000	2,682,000	2,998,000	100.0	82.7	80.0	72.5	86.4	97.9	+9.5 +11.8
Hardware . . . . .	16,073,000	10,351,000	13,308,000	14,546,000	100.0	71.2	66.8	64.4	78.6	82.8	+9.3 +9.3
Jewellery and optical goods . . . . .	1,127,000	791,000	1,102,000	1,256,000	100.0	86.6	72.0	70.2	85.1	97.8	+14.0 +14.0
Leather and leather goods . . . . .	1,759,000	1,726,000	1,974,000	2,088,000	100.0	86.9	94.5	98.1	110.9	112.2	+5.8 +5.8
Lumber and building materials . . . . .	5,700,000	3,225,000	4,107,000	4,716,000	100.0	70.3	56.0	56.6	71.6	72.1	+14.8 +14.8
Machinery, equipment and supplies . . . . .	21,130,000	4,893,000	9,438,000	10,913,000	100.0	30.5	25.4	23.2	31.9	44.7	+15.6 +15.6
Paper and paper products . . . . .	3,527,000	2,927,000	3,322,000	3,601,000	100.0	92.5	83.0	90.2	94.2	102.1	+8.4 +8.4
Petroleum products . . . . .	75,078,000	38,365,000	42,269,000	45,439,000	100.0	69.6	64.0	51.1	53.9	60.5	+7.5 +7.5
Plumbing and heating equipment and supplies . . . . .	2,604,000	740,000	1,057,000	1,224,000	100.0	57.5	32.8	28.4	35.5	40.6	+15.8 +15.8
Tobacco and confectionery . . . . .	8,791,000	6,400,000	7,323,000	7,814,000	100.0	79.6	70.5	72.8	78.6	83.3	+6.7 +6.7
All other . . . . .	2,171,000	1,224,000	1,654,000	1,954,000	100.0	75.0	59.7	56.4	64.7	76.2	+18.1 +18.1



Table 7.—BRITISH COLUMBIA - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated)				Indexes of Sales (1930 = 100.0)				Per cent Change 1936/35		
	1930 (Actual)	1933	1935	1936	1930	1931	1933	1934			
Total	131,414,000	83,418,000	102,171,000	111,532,000	100.0	81.9	64.8	63.5	77.7	84.9	+ 9.2
Automotive	2,038,000	1,232,000	1,468,000	1,745,000	100.0	79.2	59.5	60.5	72.0	85.6	+18.9
Chemicals and paints	875,000	852,000	1,005,000	1,008,000	100.0	92.8	78.9	97.4	105.2	115.2	+ 0.3
Drugs and drug sundries	3,410,000	2,644,000	2,939,000	3,145,000	100.0	95.3	85.1	77.5	82.5	86.2	- 7.0
Dry goods and apparel	4,670,000	2,759,000	3,304,000	3,693,000	100.0	70.6	56.9	59.1	65.3	70.7	+11.8
Electrical	3,415,000	1,205,000	2,196,000	2,793,000	100.0	74.5	58.5	35.3	49.0	64.3	+27.2
Foods	57,972,000	37,645,000	43,706,000	46,796,000	100.0	81.0	63.6	64.9	70.7	75.4	+ 7.1
Groceries	26,484,000	20,151,000	22,094,000	24,203,000	100.0	88.3	70.3	76.1	80.2	83.4	+ 9.5
Dairy and poultry products	1,571,000	1,236,000	1,251,000	1,344,000	100.0	84.1	77.2	78.7	78.3	79.6	+ 7.4
Fruits and vegetables	9,524,000	5,705,000	7,105,000	7,290,000	100.0	75.4	59.5	59.9	65.4	74.6	+ 2.6
Meats and fish	20,393,000	10,553,000	13,256,000	13,259,000	100.0	73.8	55.6	51.7	60.2	64.5	+ 5.3
Furniture and house furnishings	1,193,000	660,000	1,132,000	1,062,000	100.0	79.9	55.6	55.3	84.7	94.9	+ 6.2
Hardware	10,314,000	5,631,000	8,303,000	9,798,000	100.0	73.7	50.7	54.6	70.6	80.5	+18.0
Jewellery and optical goods	585,000	413,000	555,000	613,000	100.0	89.7	73.7	70.6	84.3	94.9	+10.8
Lumber and building materials	6,310,000	2,345,000	3,162,000	4,247,000	100.0	79.6	51.9	37.2	39.8	50.4	+33.5
Machinery, equipment and supplies	4,321,000	1,838,000	2,976,000	3,618,000	100.0	64.4	40.2	42.5	58.5	68.9	+21.6
Metals and metal work	867,000	552,000	929,000	994,000	100.0	94.9	56.6	63.6	99.3	107.2	+ 7.0
Paper and paper products	2,619,000	2,103,000	2,396,000	2,573,000	100.0	99.8	86.0	80.3	86.5	91.5	+ 7.4
Petroleum products	22,826,000	17,485,000	20,406,000	20,875,000	100.0	92.3	80.9	76.6	84.2	89.4	+ 2.3
Plumbing and heating equipment and supplies	1,209,000	412,000	619,000	810,000	100.0	64.5	34.4	34.1	38.9	51.2	+30.9
Tobacco and confectionery	4,888,000	3,251,000	3,925,000	4,239,000	100.0	85.0	74.2	66.5	73.3	80.3	+ 8.0
All other	3,902,000	2,391,000	3,130,000	3,523,000	100.0	72.7	56.6	61.3	78.1	80.2	+12.6



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DOMINION BUREAU OF STATISTICS  
INTERNAL TRADE BRANCH  
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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Wholesale Trade in Canada, 1937

According to the Census of Merchandising and Service Establishments, Dominion Bureau of Statistics, sales of wholesale trading houses recorded a greater annual increase in 1937 than in any year since the beginning of the upswing in 1933. Sales in 1937 for all kinds of business combined amounted to \$1,352,212,000, an increase of 14.4 per cent over 1936, when sales were \$1,181,543,000. Wholesale sales for 1937 are within 2 per cent of the amount reported for the Decennial Census of 1930, which year has been used as a base for all subsequent calculations. Sales indexes for Canada reached 98.7 for 1937 (1930 = 100), as against 86.2 for 1936, 78.9 for 1935, 74.7 for 1934, 65.7 for 1933, 68.7 for 1932, and 81.6 for 1931.

In continuation of the steady recovery in evidence since the spring of 1933, all groups averaged higher in 1937 than in the preceding year. Farm supplies registered the best improvement, with a gain of 42.7 per cent, this large recovery being due to the increase in sales made by seed wholesalers in the export field. The financing facilities offered by The Dominion Housing Act and The Home Improvement loan contributed to general increases in the industrial and building group. Substantial gains over 1936 were registered in this group as follows: Metals and metal work, 9.3 per cent; machinery equipment and supplies, 36.3 per cent; electrical, 34.5 per cent; plumbing and heating equipment and supplies, 28.9 per cent; lumber and building materials, 22.6 per cent. Price changes, as well as variations in the physical volume of goods sold, are reflected in the increase in dollar sales for these industrial groups. The price index of building and construction materials rose to 103.9 in 1937 (1930 = 100), 3.9 per cent higher than 1930 and 10.7 per cent higher than 1936. The hardware price index, which had declined 1.4 per cent in 1936 from 1935, rose 4.3 per cent in 1937. Just how much of the change in value of wholesale sales is due to the change in the wholesale price index cannot be readily determined. Further reference to the price factor as it affects the trend in dollar sales will be made later on in this report.

Consumers' goods groups recorded substantial increases over 1936. Foods gained 10.6 per cent in 1937 as compared with 8.6 per cent in 1936, resulting in an index of 98.7 for 1937. Other staple lines increased from 1936 as follows: Furniture and house furnishings, 20.6 per cent; jewellery and optical goods, 19.2 per cent; hardware, 17.9 per cent; leather and leather goods, 16.1 per cent; petroleum products, 15.4 per cent; amusement, photographic and sporting goods, 15.2 per cent; tobacco and confectionery, 13.9 per cent; paper and paper products, 13.2 per cent; automotive, 12.6 per cent; and drugs and drug sundries, 10.9 per cent.

The following table shows that the wholesale food index rose to 98.7 in 1937, within 2 per cent of the 1930 base and up 10.6 per cent from 1936. Within the general group, dairy and poultry products led with a generous increase of 19.1 per cent. Meats and fish were second with a 11.9 per cent gain. Fruits and vegetables registered an increase over 1936 of 10.4 per cent. The grocery group, most stable of the four subdivisions, rose 5.2 per cent over 1930, and registered an increase of 8.2 per cent over 1936.

Note: This report is restricted to regular wholesale merchants and does not include the business of such types as manufacturers' agents, manufacturers' sales branches, commission agents, brokers, etc., which would be included in wholesale trade in its broader sense.



Food Group--Comparison of Indexes of Sales and Prices  
(1930=100)

Kind of Business	1930	1931	1932	1933	1934	1935	1936	1937	Per cent Change, 1937/36
<u>Wholesale Sales:</u>									
Foods .....	100.0	83.4	70.6	69.8	78.1	82.2	89.3	98.7	+ 10.6
Groceries .....	100.0	87.7	79.4	82.4	87.8	90.8	97.3	105.2	+ 8.2
Dairy & poultry products .....	100.0	81.4	69.4	66.0	66.5	74.4	83.8	99.8	+ 19.1
Fruits & vege- tables .....	100.0	83.5	70.1	63.7	72.9	76.2	84.0	92.7	+ 10.4
Meats & fish .....	100.0	78.4	59.6	57.9	71.5	76.6	83.4	93.3	+ 11.9
<u>Wholesale Prices:</u>									
Foods, beverages & tobacco .....	100.0	75.6	66.1	68.5	74.9	75.6	78.8	87.2	+ 10.7

While the commodity content of the sales and price indexes is not identical, the price index does give some idea of the extent to which variations in the dollar value of sales are due to price changes. During the period, 1930 - 1933, the dollar value of wholesale sales declined approximately 30 per cent, the index of sales for the latter year on the 1930 base standing at 69.8. The wholesale price index declined 31.5 per cent during the same period, indicating that the drop in dollar value was largely due to price movements. On the other hand, dollar sales increased 41.4 per cent in 1937 over the low point reached in 1933, whereas the index of prices rose only 27.3 per cent, thus indicating a considerable expansion in the physical volume of goods sold. All this expansion took place during the interval, 1933 - 1936, the percentage increase in dollar sales in 1937 over 1936 just paralleling the gain in wholesale prices.

The Coal and Coke Group

Dominion totals for the coal and coke group show an increase in sales over 1936 of 7.3 per cent. With sales now reaching a total of \$59,836,000, the coal group presents an increase over the 1930 base of approximately 19.1 per cent. In this connection, it may be well to remember that, while the dollar value of sales as reported by the wholesale trades has increased rapidly, actual consumption has not recovered to the same extent. It would seem that the disorganized state of the bituminous market in 1930 and the stabilization of conditions in later years would account for this anomaly in the wholesale trade statistics. Since 1930 is used as the base figure, the indexes on this base do not present an entirely accurate picture of movements in the coal trade in recent years. This situation is revealed in the following table which shows a comparison of indexes of sales for firms in the wholesale coal trade with indexes of imports and domestic production of bituminous coal, indexes of imports or anthracite coal and indexes of wholesale coal prices (consumers' goods.)



Indexes of Sales for Wholesale Coal Trade Compared with  
Indexes of Imports and Domestic Production and  
Indexes of Wholesale Coal Prices  
(1930 = 100)

Year	Bituminous, Imported and Domestic (tonnage)	Anthracite Imported (tonnage)	Prices (Consumers' goods)	Wholesale Coal Trade, Net Sales Reported
1930 .....	100.0	100.0	100.0	100.0
1931 .....	74.9	74.2	99.5	87.9
1932 .....	69.0	73.6	96.5	83.9
1933 .....	67.3	70.7	91.6	85.3
1934 .....	78.1	81.2	91.7	101.6
1935 .....	76.2	79.3	91.2	103.9
1936 .....	83.7	80.1	91.2	110.9
1937 .....	91.0	81.5	90.1	119.1

INDEXES OF TOTAL SALES BY ECONOMIC DIVISIONS

Division	..	1930	1931	1932	1933	1934	1935	1936	1937	Per Cent Change, 1937/36
CANADA .....		100.0	81.6	68.7	65.7	74.7	78.9	86.2	98.7	+ 14.4
Maritime Provinces ..		100.0	85.6	70.3	67.9	77.0	80.3	88.0	99.3	+ 12.8
Quebec .....		100.0	83.7	69.4	65.9	74.7	77.7	84.7	100.2	+ 18.3
Ontario .....		100.0	84.4	70.9	68.9	79.4	83.3	91.5	105.1	+ 14.9
Prairies .....		100.0	73.0	65.2	60.6	67.7	73.4	79.8	86.7	+ 8.7
British Columbia ....		100.0	81.9	64.8	63.5	71.6	77.7	84.9	97.2	+ 14.5

All five economic divisions show increases for 1937. Quebec leads with an increase of 18.3 per cent over 1936, total sales now amounting to \$386,953,000. Ontario is in second place with a gain of 14.9 per cent over 1936, and sales of \$495,682,000. Sales in these provinces exceed those of the 1930 base figures by .2 per cent and 5.1 per cent respectively. British Columbia has gained 14.5 per cent and reports annual sales of \$127,720,000. The Maritime Provinces have almost reached the 1930 figure, sales for 1937 being recorded as \$91,629,000. The Prairie Provinces sales have risen, with an 8.7 per cent increase, to \$250,228,000.

Maritime Provinces

The total wholesale trade in the Maritime Provinces rose from \$81,212,000 in 1936 to \$91,629,000 in 1937, showing the largest yearly increase since 1934. The largest increase came in the lumber and building materials group which registered a gain of 27.0 per cent. In 1937, sales for this group stand at \$1,163,000 as against \$16,000 in 1936 and \$1,544,000 in 1930. The food group now shows sales of \$48,027,000 as against \$43,416,000 in 1936, an increase of 10.6 per cent, and is now within 3 per cent of sales reported in 1930 at \$49,380,000. Other important groups which show major increases are: Machinery equipment and supplies, 18.8 per cent; petroleum products, 18.4 per cent; and furniture and house furnishings, 16.4 per cent.

Quebec

Quebec, registering the largest percentage gain over 1936 of any of the five economic divisions of Canada, reports sales of \$386,953,000, 0.2 per cent better than 1930 when sales were \$386,229,000 and 18.3 per cent better than 1936 with sales of \$327,034,000. Indexes of sales since 1930 are: 83.7 in 1931, 69.4 in 1932, 6.9 in 1933, 74.7 in 1934, 77.7 in 1935, 84.7 in 1936, and 100.2 in 1937.



The general food group increased 14.7 per cent. Sales reported in 1937 amounted to \$155,966,000 as against \$135,935,000 in 1936. In this instance, both volume of sales and price indexes are responsible to a marked degree. Within the group, dairy and poultry products show the largest gain with 19.3 per cent; fruits and vegetables showed increases of 17.6 per cent. Meats and fish and groceries respectively.

Other groups which made substantial gains are: Automotive, 17.3 per cent; coal and coke, 12.6 per cent; electrical, 43.7 per cent; farm supplies, 41.6 per cent; hardware, 24.3 per cent; lumber and building materials, 33.6 per cent; machinery equipment and supplies, 46.0 per cent; and plumbing and heating equipment and supplies, 35.6 per cent.

### Ontario

Wholesale sales in Ontario in the year under review are reported at \$495,682,000, up 14.9 per cent from 1936 and 5.1 per cent better than in 1930. Sales in Ontario, which declined 31.1 per cent between 1930 and 1933 have made consistent yearly advances and now stand higher than any of the other economic divisions in relation to 1930.

The food group rose 7.5 per cent in 1937 and now reports sales of \$162,051,000 as compared with \$150,692,000 in 1936. Within the group, increases in sales are as follows: Groceries, 4.5 per cent; dairy and poultry products, 17.4 per cent; fruits and vegetables, 5.6 per cent; and meats and fish, 11.5 per cent.

Groups of producers' goods continued to show the most substantial gains in 1937 over 1936. Some of these are as follows: Electrical, 40.2 per cent; hardware, 21.9 per cent; lumber and building materials, 25.6 per cent; machinery, equipment and supplies, 30.3 per cent; plumbing and heating equipment and supplies, 26.5 per cent.

Some of the more important increases for consumers' goods groups are: Dry goods and apparel, 10.7 per cent; farm supplies, 50.2 per cent; jewellery and optical goods, 26.1 per cent; and petroleum products, 19.9 per cent.

### Prairie Provinces

The Prairie Provinces report sales of \$250,228,000 in 1937 compared with \$230,288,000 in 1936 and \$288,503,000 in 1930. The index stands at 86.7, or within 14 per cent of the 1930 level. The index for this division dropped to 60.6 in 1933, but the constant and regular gains are gradually restoring the Prairie Provinces to normal wholesaling levels. The smaller increase in the Prairie Provinces may, be accounted for in part by the lack of any extensive distribution of producers' goods which, in recent years, has tended to increase other divisions more rapidly.

The farm supplies group gained markedly in 1937 with a 46.9 per cent increase. Sales were largely influenced by a decided upturn in the export market for clover and grass seeds.

The food group, which contributes nearly half the total sales in this division, rose 8.1 per cent to \$114,557,000. Dairy and poultry products made the largest gain of 19.3 per cent. Meats and fish, fruits and vegetables and groceries contributed increases of 13.1 per cent, 9.6 per cent and 5.3 per cent respectively.

Other groups which registered important increases are: Machinery equipment and supplies, 43.5 per cent, plumbing and heating equipment and supplies, 3.3 per cent; tobacco and confectionery, 7.1 per cent; and petroleum products, .3 per cent.

### British Columbia

Wholesale sales in British Columbia were reported at \$127,720,000 in 1937, an increase of 14.5 per cent over 1936 when sales were \$111,532,000. Indexes for the preceding years were 81.9 per cent for 1931, 64.8 for 1932, 63.5 for 1933, 66 for 1934, 77.7 for 1935, 84.9 for 1936, and 97.2 for 1937.



The food group now reports sales at \$53,347,000, a gain of 14.0 per cent over 1936. This increase is the net resultant of a gain of 16.6 per cent in groceries, 22.6 per cent in dairy and poultry products, 13.0 per cent in fruits and vegetables, and 9.2 per cent in meats and fish.

Other groups which show important increases are: Hardware, 25.9 per cent; machinery, equipment and supplies, 22.4 per cent; metals and metal work, 38.4 per cent; plumbing and heating equipment and supplies, 35.6 per cent.

#### Comparison of Indexes of Wholesale Sales and Wholesale Prices

In the period 1930 to 1937 the dollar value of wholesale sales was affected not only by changes in the physical volume of goods distributed but also by changes in the prices of commodities. Accurate measurement of the relative influences of these two factors cannot be made because sales are reported by kinds of business and not by commodities and also because strictly comparable price indexes are not available. Nevertheless, the general trends in wholesale prices and dollar volume of sales give some indication of the relative movements in the physical volume of goods handled. The total sales of wholesale firms and the indexes of value of sales and of prices for the period 1930 to 1937 are as follows:

Year	Sales	Indexes (1930 = 100)	
		Sales	Prices (Consumers' Goods)
1930 .....	1,370,066,000	100.0	100.0
1931 .....	1,118,364,000	81.6	85.3
1932 .....	940,658,000	68.7	79.8
1933 .....	900,496,000	65.7	79.6
1934 .....	1,023,296,000	74.7	83.0
1935 .....	1,080,742,000	78.9	82.4
1936 .....	1,181,543,000	86.2	83.7
1937 .....	1,352,212,000	98.7	89.1

A somewhat clearer indication of relative movements in price and volume is given by price indexes in some of the leading lines of wholesale trade.

#### Index Numbers of Wholesale Prices (1930 = 100)

	1930	1931	1932	1933	1934	1935	1936	1937
Consumers' Goods, Total.....	100.0	85.3	79.8	79.6	83.0	82.4	83.7	89.1
Foods, beverages, tobacco .....	100.0	75.6	66.1	68.5	74.9	75.6	78.8	87.2
Coal .....	100.0	99.5	96.5	91.6	91.7	91.2	91.2	90.1
Drugs and pharmaceutical chemicals .....	100.0	91.6	83.5	70.9	72.9	71.7	72.7	74.1
Other Goods --								
Building and construction materials .....	100.0	90.2	85.0	86.2	90.9	89.4	93.9	103.9
Chemicals and allied products .....	100.0	93.4	90.4	87.6	87.5	85.2	84.1	87.8
Hardware .....	100.0	97.9	96.0	94.2	94.9	95.1	93.8	97.8
Petroleum and its products .....	100.0	86.9	88.8	89.0	90.8	89.2	87.4	88.2



#### Comparability with 1930 Census

In constructing an annual index of wholesale sales, the chief objective has been to derive the most representative measure of the trend from year to year in wholesale trade and particularly in pre-retail business. For this reason, it has been necessary to make some alterations in the classifications used in the decennial census and to omit certain groups from the annual survey. Certain adjustment in the figures shown in the results of the decennial census have also been necessary to bring the data for subsequent years to a comparable basis. The more important revisions made in the 1930 figures were for drugs and drug sundries (Maritimes and Prairies), groceries (Ontario, Prairies and British Columbia), fruits and vegetables (Prairies), and plumbing and heating equipment and supplies (Quebec and Prairies.)

In the main, the current census is confined to Wholesalers Proper with the exception of dealers in meats and petroleum products. In the case of meats, the sales of packing houses as well as of wholesale branches are now included and the entire group of petroleum products is now taken. A detailed description of the classifications used in the annual census will be found in the census report for 1933.

#### Method of Constructing Indexes of Wholesale Sales

The figures for 1930 shown in this report are taken from the results of the complete Census of Merchandising and Service Establishments taken in 1931 in connection with the Seventh Decennial Census, for which returns were received from all trading establishments in the country giving details regarding the business transacted in the preceding year. While the census of 1931 covered every firm, the annual census is more limited in its scope and includes only those wholesalers proper with sales of \$100,000 or more in 1930 together with some large firms which have commenced operations since that year. The reports received for the annual census are used in determining the trend in wholesale business from year to year. The trend value is then applied to the total sales for the base year 1930 in order to arrive at the most probable value of total business for each year. It should, therefore, be clearly understood that the sales figures shown in this report for years subsequent to 1930 do not refer only to those establishments from which reports are annually secured but are the most accurate estimates possible of the total wholesale trade, including both contributing and non-contributing firms. The method makes no allowance for contraction or expansion in the total number of firms operating in the wholesale field. While the figures shown herein are believed to closely approximate actual conditions, it must be borne in mind that the disappearance of old firms and the introduction of new concerns may not be fully reflected in the indexes.



Table 1.—Summary of Wholesale Trade by Economic Divisions and Kinds of Business, 1930 - 1937

Division and Kind of Business	Total Net Sales (Estimated in 000 of Dollars)						Indexes of Sales (1930 = 100.0)						Per cent Change	
	1930 (Actual)	1933	1936	1937	1930	1931	1932	1933	1934	1935	1936	1937	1936	1937/36
Maritime Provinces.....	92,302,000	62,666	81,212	91,629	100.0	85.6	70.3	67.9	77.0	80.3	88.0	99.3	+ 12.8	
Quebec.....	386,229,000	254,696	327,034	386,953	100.0	83.7	69.4	65.9	74.7	77.7	84.7	100.2	+ 18.3	
Ontario.....	471,618,000	324,828	431,477	495,682	100.0	84.4	70.9	68.9	72.4	83.3	91.5	105.1	+ 14.9	
Prairie Provinces.....	288,503,000	174,888	230,228	250,228	100.0	73.0	65.2	60.6	67.7	73.4	79.8	86.7	+ 8.7	
British Columbia.....	131,414,000	83,418	111,532	127,720	100.0	81.9	64.8	63.5	71.6	77.7	84.9	97.2	+ 14.5	
CANADA, TOTAL.....	1,370,066,000	900,496	1,181,543	1,352,212	100.0	81.6	68.7	65.7	74.7	78.9	86.2	98.7	+ 14.4	
Amusement, photographic and sporting goods.....	4,278,000	2,464	3,354	3,865	100.0	82.9	67.7	57.6	64.0	68.6	78.4	90.3	+ 15.2	
Automotive.....	20,990,000	13,473	18,875	21,256	100.0	84.3	65.3	64.2	74.4	80.6	89.9	101.3	+ 12.6	
Chemicals and paints.....	8,387,000	7,743	10,702	11,695	100.0	84.1	74.7	92.3	108.0	117.5	127.6	139.4	+ 9.3	
Drugs and drug sundries.....	27,973,000	22,139	26,644	29,554	100.0	96.3	85.2	79.1	83.4	88.7	95.2	105.7	+ 10.9	
Coal and coke.....	50,252,000	42,881	55,748	59,836	100.0	87.9	83.9	85.3	101.6	103.9	110.9	119.1	+ 7.3	
Dry goods and apparel.....	102,358,000	64,396	79,122	86,822	100.0	79.0	65.3	62.9	71.6	73.7	84.8	94.8	+ 9.7	
Electrical.....	22,982,000	9,973	19,170	25,775	100.0	78.4	52.2	43.4	56.6	65.0	83.4	112.2	+ 34.5	
Farm supplies.....	16,037,000	8,719	10,483	14,955	100.0	87.2	64.8	54.4	67.6	69.5	65.4	93.3	+ 42.7	
Foods.....	540,820,000	377,670	482,819	533,948	100.0	83.4	70.6	69.8	78.1	82.2	89.3	98.7	+ 10.6	
Furniture and house furnishings.....	13,632,000	7,293	10,163	12,255	100.0	76.7	58.0	53.5	64.2	69.0	74.6	89.9	+ 20.6	
General merchandise.....	13,478,000	8,668	12,886	15,023	100.0	78.1	69.0	64.3	76.1	82.3	95.6	111.5	+ 16.6	
Hardware.....	65,943,000	38,025	56,075	66,118	100.0	76.5	59.4	57.7	70.1	74.7	85.0	100.3	+ 17.9	
Jewellery and optical goods.....	10,858,000	6,935	11,374	13,561	100.0	85.8	67.8	63.9	77.3	89.4	104.8	124.9	+ 19.2	
Leather and leather goods.....	7,377,000	5,325	6,854	7,956	100.0	76.8	67.2	72.2	80.9	88.3	92.9	107.8	+ 16.1	
Lumber and building materials.....	51,872,000	18,912	34,234	41,982	100.0	73.8	44.1	36.5	47.9	53.2	66.0	80.9	+ 22.6	
Machinery, equipment and supplies.....	59,321,000	21,789	39,696	54,101	100.0	55.1	40.7	36.7	47.4	56.9	66.9	91.2	+ 36.3	
Metals and metal work.....	14,059,000	6,817	12,821	17,861	100.0	71.2	52.0	48.5	69.4	79.1	91.2	127.0	+ 39.3	
Paper and paper products.....	22,462,000	17,263	21,287	24,103	100.0	92.7	82.3	76.9	85.2	89.5	94.8	107.3	+ 13.2	
Petroleum products.....	230,169,000	163,315	189,272	218,419	100.0	83.8	78.0	71.0	76.5	77.5	82.2	94.9	+ 15.4	
Plumbing and heating equipment and supplies.....	14,512,000	5,508	9,078	11,704	100.0	75.5	44.1	38.0	46.9	52.1	62.6	80.7	+ 28.9	
Tobacco and confectionery.....	45,870,000	32,165	41,403	47,167	100.0	89.1	76.5	70.1	77.3	84.1	90.3	102.8	+ 13.9	
Waste materials.....	10,118,000	6,335	12,824	14,936	100.0	78.7	52.3	62.6	83.1	96.1	126.7	147.6	+ 16.5	
All other.....	16,318,000	12,688	16,659	19,320	100.0	86.2	79.8	77.8	85.7	93.0	102.1	118.4	+ 16.0	



Kind of Business	Indexes of Sales (1930 = 100.0)						Indexes of Sales (1930 = 100.0)						Per cent Change 1937/36
	1930 (Actual)	1933	1936	1937	1930	1931	1932	1933	1934	1935	1936	1937	
Total.....	1,370,066,000	900,496	1,181,543	1,352,212	100,0	81,6	68,7	65,7	74,7	78,9	86,2	98,7	+ 14.4
Amusement, photographic and sporting goods.....	4,278,000	2,464	3,354	3,865	100,0	82,9	67,7	57,6	64,0	68,6	78,4	90,3	+ 15.2
Automotive.....	20,990,000	13,473	18,875	21,256	100,0	84,3	65,3	64,2	74,4	80,6	89,9	101,3	+ 12.6
Automotive equipment and parts.....	18,953,000	11,894	16,809	18,793	100,0	83,9	64,9	62,8	73,1	78,7	88,7	99,2	+ 11.8
Tires.....	2,037,000	1,579	2,066	2,463	100,0	88,1	69,3	77,5	86,1	97,8	101,4	120,9	+ 19.2
Chemicals and paints.....	8,387,000	7,743	10,702	11,695	100,0	84,1	74,7	92,3	108,0	117,5	127,6	139,4	+ 9.3
Drugs and drug sundries.....	27,973,000	22,139	26,644	29,554	100,0	96,3	85,2	79,1	83,4	88,7	95,2	105,7	+ 10.9
Coal and coke.....	50,252,000	42,881	55,748	59,836	100,0	87,9	83,9	85,3	101,6	103,9	110,9	119,1	+ 7.3
Dry goods and apparel.....	102,358,000	64,396	79,122	86,822	100,0	79,0	65,3	62,9	71,6	73,7	84,8	97,3	+ 9.7
Clothing and furnishings (including millinery and shoes).....	24,451,000	16,703	20,859	22,480	100,0	83,5	72,4	68,3	75,8	80,5	85,3	91,9	+ 7.8
Dry goods (including notions and piece goods).....	77,907,000	47,693	58,263	64,342	100,0	77,7	63,0	61,2	70,3	71,6	74,8	82,6	+ 10.4
Electrical.....	22,982,000	9,973	19,170	25,775	100,0	78,4	52,2	43,4	56,6	65,0	63,4	112,2	+ 34.5
Farm supplies.....	16,037,000	8,719	10,483	14,955	100,0	87,2	64,8	54,4	67,6	69,5	65,4	93,3	+ 42.7
Foods.....	54,0,820,000	377,670	482,819	533,948	100,0	83,4	70,6	69,8	78,1	82,2	89,3	98,7	+ 10.6
Groceries.....	223,838,000	184,436	217,713	235,515	100,0	87,7	79,4	82,4	87,8	90,8	97,3	105,2	+ 8.2
Dairy and poultry products.....	48,771,000	32,185	40,860	48,658	100,0	81,4	69,4	66,0	74,5	74,4	83,8	99,8	+ 19.1
Fruits and vegetables.....	99,102,000	63,176	83,236	91,916	100,0	83,5	70,1	63,7	72,9	76,2	84,0	92,7	+ 10.4
Meats and fish.....	169,109,000	97,873	141,010	157,859	100,0	78,4	59,6	57,9	71,5	76,6	83,4	93,3	+ 11.9
Furniture and house furnishings.....	13,632,000	7,293	10,163	12,255	100,0	76,7	58,0	53,3	64,3	69,0	74,6	89,9	+ 20.6
General merchandise.....	13,478,000	8,668	12,886	15,023	100,0	76,1	69,0	64,3	76,1	82,3	95,6	111,5	+ 16.6
Hardware.....	65,943,000	38,025	56,075	66,118	100,0	76,5	59,4	57,7	64,3	70,1	74,7	85,0	+ 17.9
Jewellery and optical goods.....	10,858,000	6,293	11,374	13,561	100,0	85,8	67,8	63,9	77,3	77,3	89,4	104,8	+ 19.2
Jewellery.....	8,078,000	4,430	7,890	9,478	100,0	82,9	60,6	54,8	68,5	70,1	74,7	117,3	+ 20.1
Optical goods.....	2,780,000	2,505	3,484	4,033	100,0	94,0	88,7	80,1	103,0	113,4	125,3	146,8	+ 17.2
Leather and leather goods.....	7,377,000	5,325	6,854	7,956	100,0	76,8	67,2	72,2	80,9	88,3	92,9	107,8	+ 16.1
Lumber and building materials.....	51,372,000	18,912	34,234	41,982	100,0	73,8	44,1	36,5	47,9	53,2	66,0	80,9	+ 22.6
Machinery, equipment and supplies.....	59,321,000	21,789	39,696	54,101	100,0	55,1	40,7	36,7	47,4	56,9	66,9	91,2	+ 36.3
Commercial and service equipment and supplies.....	6,710,000	3,521	4,984	5,968	100,0	78,3	63,1	52,5	60,3	67,8	74,3	88,9	+ 19.7
Farm machinery and equipment.....	14,305,000	2,698	6,848	9,954	100,0	21,0	21,6	18,9	26,9	41,8	47,9	69,6	+ 45.4
Professional equipment and supplies.....	7,810,000	5,849	7,392	8,172	100,0	91,2	77,1	74,9	83,1	83,4	94,6	104,6	+ 10.6
All other machinery, equipment and supplies.....	30,496,000	9,721	20,472	30,007	100,0	56,7	35,4	31,9	45,1	53,5	67,1	98,4	+ 46.6
Metals and metal work.....	14,059,000	6,817	12,821	17,861	100,0	71,2	52,0	48,5	69,4	79,1	91,2	127,0	+ 39.3
Paper and paper products.....	22,462,000	17,263	21,287	24,103	100,0	92,7	82,3	76,9	85,2	89,5	94,8	107,3	+ 13.2
Petroleum products.....	230,169,000	163,315	169,272	218,419	100,0	83,8	78,0	71,0	76,5	77,5	82,2	94,9	+ 15.4
Plumbing and heating equipment and supplies.....	14,512,000	5,503	9,073	11,704	100,0	75,5	44,1	38,0	46,9	52,1	62,6	80,7	+ 28.9
Tobacco and confectionery.....	45,870,000	32,165	41,403	47,167	100,0	89,1	76,5	70,1	77,3	84,1	90,3	102,0	+ 13.9
Waste Materials.....	10,118,000	6,335	12,824	14,936	100,0	78,7	52,3	62,6	83,1	96,1	126,7	147,6	+ 16.5
All other.....	16,316,000	12,600	16,659	19,320	100,0	86,2	79,6	77,8	85,7	93,0	102,1	116,4	+ 16.0



Table 3.—MARITIME PROVINCES—Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales		Indexes of Sales (1930 = 100)						Per cent Change 1937/36
	1930 (Actual)	1933 Estimated in 1000 of Dollars	1936	1937	1930	1931	1932	1933	
Total	22,722,000	62,666	81,222	91,620	100.0	85.6	70.3	67.2	77.0
Automotive	1,609,000	975	1,336	1,499	100.0	75.3	62.7	60.6	75.0
Drugs and drug sundries	2,132,000	1,445	1,636	1,860	100.0	92.6	82.5	68.4	73.0
Coal and coke	561,000	448	509	533	100.0	94.9	87.2	79.9	82.4
Dry goods and apparel	3,665,000	2,171	2,791	3,082	100.0	78.6	62.4	59.2	85.4
Farm supplies	792,000	576	734	787	100.0	88.7	75.4	72.7	67.0
Foods	4,380,000	34,685	43,416	48,027	100.0	84.6	70.0	70.2	71.7
Groceries	27,282,000	21,717	26,195	29,048	100.0	86.3	77.0	79.6	80.4
Dairy and poultry products	1,857,000	1,083	1,351	1,591	100.0	56.3	56.3	58.3	60.5
Fruits and vegetables	7,218,000	4,049	5,587	6,051	100.0	79.7	59.7	56.1	65.1
Meats and fish	13,023,000	7,836	10,283	11,337	100.0	87.9	63.1	60.2	67.2
Furniture and house furnishings	984,000	563	760	885	100.0	90.6	63.2	57.2	69.7
General Merchandise	1,330,000	870	1,274	1,291	100.0	76.1	63.2	65.4	74.6
Hardware	8,082,000	4,607	6,191	7,014	100.0	84.0	60.2	57.0	67.8
Jewellery and optical goods	307,000	221	289	332	100.0	87.3	73.3	72.0	83.7
Lumber and building materials	1,544,000	512	916	1,163	100.0	84.3	41.7	33.2	47.7
Machinery, equipment and supplies	1,786,000	701	1,187	1,410	100.0	64.9	49.8	39.2	52.2
Paper and paper products	924,000	678	938	934	100.0	90.2	80.3	73.4	84.6
Petroleum products	15,641,000	11,918	16,300	19,299	100.0	93.2	82.4	76.2	84.6
Tobacco and confectionery	1,628,000	1,053	1,283	1,456	100.0	89.1	72.7	64.7	76.7
All other	1,957,000	1,243	1,752	2,057	100.0	83.0	64.8	63.5	70.8



Table 4.—QUEBEC - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales		Indexes of Sales (1930 = 100)						Per cent Change 1937/36				
	1930 (Actual)	1933	1936	1937	1930	1931	1932	1933	1934	1935	1936	1937	
Total.....	\$ 386,229,000	254,626	327,034	386,253	100.0	83.7	69.4	65.9	74.7	77.7	84.7	100.2	+ 18.3
Amusement, photographic and sporting goods.....	787,960	491	737	796	100.0	88.5	78.8	62.4	70.2	72.9	93.6	101.1	+ 3.0
Automotive.....	3,690,000	2,140	2,664	3,226	100.0	79.8	59.3	58.0	60.4	61.1	72.2	84.7	+ 17.3
Chemicals and paints.....	4,150,000	4,042	6,015	6,526	100.0	86.4	77.8	97.4	121.8	130.7	144.9	157.3	+ 8.5
Drugs and drug sundries.....	9,159,000	6,869	7,470	8,337	100.0	93.7	81.4	75.0	76.4	79.8	81.6	91.0	+ 11.6
Coal and coke.....	26,712,000	26,835	23,409	26,359	100.0	85.8	81.9	78.0	90.2	87.2	87.6	98.7	+ 12.6
Dry goods and apparel.....	45,569,000	27,701	35,463	39,231	100.0	79.2	63.4	60.8	70.7	74.0	77.8	86.1	+ 10.6
Electrical.....	5,935,000	2,748	5,138	7,383	100.0	82.5	56.3	46.3	62.8	62.8	66.9	86.6	124.4
Farm supplies.....	4,959,000	3,099	3,866	5,474	100.0	85.7	68.6	62.5	70.4	72.6	78.0	110.4	+ 43.7
Foods.....	151,570,000	107,397	135,935	155,966	100.0	85.1	72.3	70.2	77.0	80.9	89.7	102.9	+ 41.6
Groceries.....	49,991,000	37,807	42,054	46,881	100.0	86.7	74.7	75.6	77.2	78.4	84.1	93.8	+ 14.7
Dairy and poultry products.....	37,018,000	24,422	30,886	36,847	100.0	82.3	70.3	66.0	64.1	72.3	83.4	99.5	+ 11.5
Fruits and vegetables.....	23,193,000	16,235	21,216	24,950	100.0	88.9	78.1	70.0	80.1	84.0	91.5	107.6	+ 19.3
Meats and fish.....	41,368,000	28,923	41,779	47,288	100.0	83.6	67.8	69.9	86.5	90.0	101.0	114.3	+ 17.6
Furniture and house furnishings.....	5,661,000	2,821	4,334	5,582	100.0	77.9	57.9	50.9	63.9	70.3	76.6	98.6	+ 13.2
General Merchandise.....	4,740,000	2,455	3,165	3,849	100.0	72.2	59.6	51.8	59.8	60.0	66.8	81.2	+ 28.8
Hardware.....	15,213,000	3,687	12,055	14,934	100.0	81.0	61.5	57.1	66.7	70.0	79.2	98.5	+ 21.6
Jewellery and optical goods.....	3,427,000	2,167	3,117	3,487	100.0	87.5	72.9	63.2	73.9	83.0	91.0	101.8	+ 24.3
Leather and leather goods.....	3,054,000	1,909	2,331	2,981	100.0	76.2	61.4	62.5	75.2	76.3	97.6	119.9	+ 21.9
Number and building materials.....	13,440,000	4,271	7,033	9,395	100.0	72.1	40.8	31.8	41.8	43.7	52.3	69.9	+ 27.9
Machinery, equipment and supplies.....	14,767,000	5,323	6,622	12,591	100.0	64.8	40.3	36.0	44.5	49.8	58.4	85.3	+ 33.6
Metals and metal work.....	3,424,000	4,178	7,013	9,551	100.0	70.1	53.3	49.6	68.5	73.6	83.4	113.4	+ 46.0
Paper and paper products.....	6,009,000	4,405	5,518	6,379	100.0	92.0	79.2	73.3	87.7	91.8	106.2	136.1	+ 36.1
Petroleum products.....	37,398,000	28,759	32,628	40,002	100.0	95.4	85.8	76.9	88.9	95.2	87.2	107.0	+ 15.6
Plumbing and heating equipment and supplies.....	5,431,000	2,113	3,342	4,532	100.0	77.5	45.9	38.9	47.3	50.9	61.5	83.4	+ 22.6
Tobacco and confectionery.....	8,292,000	5,804	7,216	8,587	100.0	91.0	76.9	70.0	72.4	80.5	87.0	103.6	+ 35.6
All other.....	7,342,000	6,422	9,958	11,835	100.0	85.1	75.1	81.9	95.4	109.4	127.0	150.9	+ 18.8



Table 5.—ONTARIO — Total Sales and Sales indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated in 000 of dollars)				Indexes of Sales (1930 = 100.0)				Per cent Change 1937/36			
	1930 (Actual)	1933	1936	1937	1930	1931	1932	1933	1934	1935	1936	1937
Total.....	471,618,000	324,828	431,477	495,682	100.0	84.4	70.9	68.9	79.4	83.3	91.5	105.1
Amusement, photographic and sporting goods.	2,764,000	1,553	1,976	2,318	100.0	82.0	65.5	56.2	60.8	65.3	71.5	83.9
Automotive.....	8,414,000	5,690	7,982	9,195	100.0	89.9	68.8	67.6	80.4	87.0	94.9	109.3
Chemicals and paints.....	2,951,000	2,626	3,398	3,796	100.0	80.8	71.8	89.0	95.6	106.6	115.1	128.6
Drugs and drug sundries.....	9,194,000	8,181	10,938	12,207	100.0	102.4	91.4	89.0	97.5	106.8	119.0	132.8
Coal and coke.....	17,156,000	18,220	27,252	28,151	100.0	93.6	92.1	106.2	133.8	141.2	158.8	164.1
Dry goods and apparel.....	35,047,000	22,906	26,265	29,072	100.0	81.2	66.4	65.4	72.8	73.7	74.9	83.0
Electrical.....	11,124,000	4,839	8,935	12,527	100.0	79.0	47.8	43.5	54.8	62.5	80.3	112.6
Farm supplies.....	8,634,000	4,317	5,016	7,534	100.0	92.2	62.8	50.0	67.1	65.8	58.1	87.3
Foods.....	167,966,000	116,770	150,692	162,051	100.0	84.2	71.1	69.5	80.5	83.7	89.7	96.5
Groceries.....	65,111,000	55,590	64,857	67,764	100.0	88.2	81.9	85.4	93.1	94.8	99.6	104.1
Dairy and poultry products.....	7,120,000	4,464	5,347	6,864	100.0	80.7	65.8	62.7	70.2	77.7	82.1	96.4
Fruits and vegetables.....	32,456,000	22,362	29,580	31,236	100.0	82.5	73.9	68.9	79.9	81.3	91.1	96.2
Meats and fish.....	63,279,000	34,354	50,408	56,187	100.0	81.4	59.2	54.3	70.1	74.2	79.7	88.8
Furniture and house furnishings.....	4,517,000	2,593	3,278	3,835	100.0	75.2	59.8	57.4	60.7	63.6	72.6	84.9
General merchandise.....	4,453,000	3,219	5,228	6,357	100.0	82.5	74.1	72.3	87.1	97.1	117.4	142.8
Hardware.....	16,261,000	8,749	13,485	16,438	100.0	75.6	55.4	53.8	65.6	71.0	82.9	101.1
Jewellery and optical goods.....	5,412,000	3,343	6,099	7,692	100.0	84.0	62.7	61.8	76.8	91.2	112.7	142.1
Lumber and building materials.....	24,878,000	8,559	17,322	21,750	100.0	73.3	41.4	34.4	47.9	54.9	69.6	87.4
Machinery, equipment and supplies.....	17,317,000	9,034	15,356	20,013	100.0	73.6	58.9	52.2	65.5	75.2	88.7	115.6
Metals and metal work.....	4,602,000	1,997	4,641	6,725	100.0	68.5	48.8	43.4	65.5	83.2	100.8	146.1
Paper and paper products.....	9,383,000	7,150	8,757	9,887	100.0	91.6	80.5	76.2	84.8	88.8	93.3	105.4
Petroleum products.....	79,226,000	66,788	74,030	88,762	100.0	87.4	85.9	84.3	87.4	86.6	93.4	112.0
Plumbing and heating equipment and supplies.....	4,669,000	2,003	3,408	4,311	100.0	85.5	50.2	42.9	55.6	61.5	73.0	92.3
Tobacco and confectionery.....	22,271,000	15,657	20,851	24,020	100.0	93.0	79.5	70.3	87.5	93.6	107.9	126.5
Waste materials.....	6,464,000	4,169	8,671	10,266	100.0	83.0	54.5	64.5	88.3	101.0	134.1	158.8
All other.....	8,915,000	6,465	7,897	8,775	100.0	84.1	76.9	72.5	82.3	88.6	98.4	111.1



Table 6.--PRAIRIE PROVINCES - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated in '000 of dollars)						Indexes of Sales (1930 = 100.0)						Per cent Change 1937/36
	1930 (Actual)	1933	1936	1937	1930	1931	1932	1933	1934	1935	1936	1937	
Total.....	288,503,000	174,888	230,288	250,228	100.0	73.0	65.2	60.6	67.7	73.4	79.8	86.7	+ 8.7
Automotive.....	5,239,000	3,436	5,148	5,454	100.0	83.1	67.1	65.6	79.2	89.1	98.3	104.1	+ 5.9
Chemicals and paints.....	398,000	210	266	290	100.0	64.8	54.6	52.6	63.0	66.0	66.8	72.9	+ 9.0
Drugs and drug sundries.....	4,098,000	3,000	3,455	3,593	100.0	91.3	81.2	73.2	74.1	78.2	84.3	87.7	+ 4.0
Coal and coke.....	5,705,000	3,298	4,492	4,708	100.0	79.7	68.2	57.8	60.5	72.7	78.7	82.5	+ 4.8
Dry goods and apparel.....	13,407,000	8,859	10,910	11,427	100.0	75.9	72.4	66.1	75.0	74.2	81.4	85.2	+ 4.7
Electrical.....	2,285,000	1,074	2,088	2,224	100.0	70.4	52.8	47.0	59.5	72.1	91.4	97.3	+ 6.5
Farm supplies.....	1,463,000	614	671	986	100.0	61.9	57.4	42.0	50.4	72.1	45.9	67.4	+ 46.9
Foods.....	113,932,000	81,173	105,980	114,557	100.0	80.8	71.4	71.2	79.0	85.9	93.0	100.5	+ 8.1
Groceries.....	54,970,000	49,171	60,404	63,608	100.0	88.2	86.3	89.5	95.4	102.1	109.9	115.7	+ 5.3
Dairy and poultry products.....	1,205,000	970	1,432	1,708	100.0	92.8	73.8	80.5	112.5	118.0	118.8	141.7	+ 19.3
Fruits and vegetables.....	26,711,000	14,825	19,563	21,441	100.0	83.9	65.0	55.5	63.0	66.1	73.2	80.3	+ 9.6
Meats and fish.....	31,046,000	16,207	24,581	27,800	100.0	64.4	50.3	52.2	62.5	73.0	79.2	89.5	+ 13.1
Furniture and house furnishings.....	1,277,000	596	729	759	100.0	63.2	50.4	46.7	54.5	56.1	57.1	59.4	+ 4.1
General merchandise.....	2,739,000	1,986	2,998	3,295	100.0	82.1	80.0	72.5	86.4	97.9	109.5	120.3	+ 9.9
Hardware.....	16,073,000	10,351	14,546	15,346	100.0	71.2	66.8	64.4	78.6	82.8	90.5	95.5	+ 5.5
Jewellery and optical goods.....	1,127,000	791	1,256	1,334	100.0	86.6	72.0	70.2	85.1	97.8	111.4	118.4	+ 6.2
Leather and leather goods.....	1,759,000	1,726	2,083	2,276	100.0	86.9	94.5	98.1	110.9	112.2	118.7	129.4	+ 9.0
Lumber and building materials.....	5,700,000	3,225	4,716	5,037	100.0	70.3	56.0	56.6	71.6	72.1	82.7	88.4	+ 6.8
Machinery, equipment and supplies.....	21,130,000	4,893	10,913	15,659	100.0	30.5	25.4	23.2	31.9	44.7	51.6	74.1	+ 43.5
Paper and paper products.....	3,527,000	2,927	3,601	3,936	100.0	92.5	90.2	83.0	90.3	94.2	102.1	111.6	+ 9.3
Petroleum products.....	75,078,000	38,365	45,439	47,393	100.0	69.6	64.0	51.1	53.9	60.3	60.5	63.1	+ 4.3
Plumbing and heating equipment and supplies.....	2,604,000	740	1,224	1,387	100.0	57.5	32.8	28.4	35.5	40.6	47.0	53.3	+ 13.3
Tobacco and confectionery.....	8,791,000	6,400	7,814	8,369	100.0	79.6	70.5	72.8	83.3	88.9	95.2	101.2	+ 7.1
All other.....	2,171,000	1,224	1,954	2,198	100.0	75.0	59.7	56.4	64.7	76.2	90.0	101.2	+ 12.5



Table 7.—BRITISH COLUMBIA — Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated in 000 of dollars)					Indexes of Sales (1930 = 100.0)					Per cent change 1937/36		
	1930 (Actual)	1931	1933	1936	1937	1930	1931	1932	1933	1934	1935	1936	1937
Total.....	131,414,000	83,418	111,532	127,720	100.0	81.9	64.8	63.5	71.6	77.7	84.2	77.2	+ 14.5
Automotive.....	2,038,000	1,232	1,745	1,982	100.0	79.2	59.5	60.5	70.0	72.0	85.6	97.3	+ 13.6
Chemicals and paints.....	875,000	852	1,008	1,067	100.0	92.8	78.9	97.4	105.2	114.9	115.2	121.9	+ 5.9
Drugs and drug sundries.....	3,410,000	2,644	3,145	3,557	100.0	95.3	85.1	77.5	82.5	86.2	92.2	104.3	+ 13.1
Dry goods and apparel.....	4,670,000	2,759	3,693	4,010	100.0	70.6	56.9	59.1	65.3	70.7	79.1	85.9	+ 8.6
Electrical.....	3,415,000	1,205	2,793	3,366	100.0	74.5	58.5	35.3	49.0	64.3	81.8	92.6	+ 20.5
Foods.....	57,972,000	37,645	46,796	53,347	100.0	81.0	63.6	64.9	70.7	75.4	80.7	92.0	+ 14.0
Groceries.....	26,484,000	20,151	24,203	28,214	100.0	88.3	70.3	76.1	80.2	83.4	91.4	106.5	+ 16.6
Dairy and poultry products.....	1,571,000	1,236	1,344	1,648	100.0	84.1	77.2	78.7	78.3	79.6	85.6	104.9	+ 22.6
Fruits and vegetables.....	9,524,000	5,705	7,290	8,238	100.0	75.4	59.5	59.9	65.4	76.5	86.5	96.8	+ 13.0
Meats and fish.....	20,393,000	10,553	13,959	15,247	100.0	73.0	55.6	51.7	60.2	64.5	66.4	74.8	+ 9.2
Furniture and house furnishings.....	1,193,000	660	1,062	1,194	100.0	79.9	55.6	55.3	84.7	94.9	89.0	100.1	+ 12.4
Hardware.....	10,314,000	5,631	9,790	12,336	100.0	73.7	50.7	54.6	70.6	80.5	95.0	119.6	+ 25.9
Jewellery and optical goods.....	505,000	413	613	716	100.0	39.7	73.7	70.6	84.3	94.9	104.6	122.4	+ 16.0
Lumber and building materials.....	6,310,000	2,345	4,247	4,637	100.0	79.6	51.9	37.2	39.0	50.4	67.3	73.5	+ 9.2
Machinery, equipment and supplies.....	4,321,000	1,038	3,610	4,426	100.0	64.4	40.2	42.5	58.5	63.7	102.5	122.4	+ 22.4
Metals and metal work.....	867,000	552	994	1,376	100.0	94.9	56.6	63.6	99.3	107.2	114.6	158.7	+ 38.4
Paper and paper products.....	2,619,000	2,103	2,573	2,967	100.0	99.8	86.0	80.3	91.5	93.2	113.3	+ 15.3	+ 15.3
Petroleum products.....	22,326,000	17,485	20,375	22,963	100.0	92.3	80.9	76.6	84.2	89.4	91.5	100.6	+ 10.0
Plumbing and heating equipment and supplies.....	1,209,000	412	340	1,090	100.0	64.5	34.4	38.9	51.2	67.0	90.8	96.9	+ 35.6
Tobacco and confectionery.....	4,888,000	3,251	4,239	4,735	100.0	85.0	74.2	66.5	73.3	80.3	86.7	96.9	+ 11.7
All other.....	3,902,000	2,391	3,523	3,941	100.0	72.7	56.6	61.3	78.1	80.2	90.3	101.0	+ 11.9



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IN

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Wholesale Trade in Canada, 1938

Total sales of Canadian wholesale trading houses declined 4.2 per cent in 1938 from 1937 according to the Census of Merchandising and Service Establishments, Dominion Bureau of Statistics. After a four year period of substantial annual increases, sales of wholesale establishments declined from \$1,352,212,000 in 1937 to \$1,295,969,000 in 1938. Sales indexes on the 1930 base declined to 94.6 for 1938 after having reached the peak of 98.7 for 1937. Indexes for other years succeeding 1930 are: 81.6 for 1931, 68.7 for 1932, 65.7 for 1933, 74.7 for 1934, 78.9 for 1935 and 86.2 for 1936.

Only five groups increased in sales in 1938 over 1937. Amusement, photographic and sporting goods showed the largest increase, rising 10.0 per cent in 1938 over 1937 and reporting sales of \$4,251,000 for 1938 against \$3,865,000 for 1937. Other groups registered the following increases: automotive, 5.5 per cent; tobacco and confectionery, 4.4 per cent; petroleum products, 2.4 per cent and drugs and drug sundries, 0.3 per cent. Except for these groups, downward trends were general. The industrial and building groups reported the following decreases: metals and metal work, 23.1 per cent, lumber and building materials, 14.0 per cent; plumbing and heating equipment and supplies, 9.1 per cent; machinery, equipment and supplies, 4.5 per cent and electrical, 3.0 per cent. The price index of building and construction materials on the 1930 base declined from 103.9 in 1937 to 98.1 in 1938, 5.6 per cent lower than in the preceding year. Just how much of the change in value of wholesale sales is due to the change in the wholesale price levels cannot be readily determined. Further reference to the price factor as it affects the trend in dollar sales will be made later on in this report.

Staple lines of consumers goods decreased from 1937 as follows: leather and leather goods, 16.8 per cent; dry goods and apparel, 10.4 per cent; coal and coke, 9.0 per cent; furniture and house furnishings, 7.6 per cent; hardware, 5.5 per cent; jewellery and optical goods, 5.7 per cent; foods, 3.5 per cent and paper and paper products, 1.6 per cent.

The first table shows a decrease of 3.5 per cent in the sales of food wholesalers for 1938, the new index standing at 95.3. The whole group shows a general decline. Staple lines of groceries declined only 2.0 per cent while meats and fish decreased by 3.2 per cent. Dairy and poultry products showed the largest decline when the index fell from 99.8 in 1937 to 90.1 in 1938, a decrease of 9.7 per cent. Fruits and vegetables lost 4.6 per cent, the index receding from 92.7 in 1937 to 88.5 in 1938.

Note: This report is restricted to regular wholesale merchants and does not include the business of such types as manufacturers' agents, manufacturers' sales branches, commission agents, brokers, etc., which would be included in wholesale trade in its broader sense.



Food Group--Comparison of Indexes of Sales and Prices  
(1930 = 100)

Kind of Business	1930	1931	1932	1933	1934	1935	1936	1937	1938	Percent Change, 1938/37
<u>Wholesale Sales:</u>										
Foods .....	100.0	83.4	70.6	69.8	78.1	82.2	89.3	98.7	95.3	- 3.5
Groceries .....	100.0	87.7	79.4	82.4	87.8	90.8	97.3	105.2	103.1	- 2.0
Dairy and poultry products .....	100.0	81.4	69.4	66.0	66.5	74.4	83.8	99.8	90.1	- 9.7
Fruits and vegetables .....	100.0	83.5	70.1	63.7	72.9	76.2	84.0	92.7	88.5	- 4.6
Meats and fish .....	100.0	78.4	59.6	57.9	71.5	76.6	83.4	93.3	90.3	- 3.2
<u>Wholesale Prices:</u>										
Foods, beverages and tobacco .....	100.0	75.6	66.1	68.5	74.9	75.6	78.8	87.2	82.8	- 5.0

While the commodity content of the sales and price indexes is not identical, the price index does give some idea of the extent to which variations in the dollar value of sales are due to price changes. During the period, 1930 - 1933, the dollar value of sales for food wholesalers declined approximately 30 per cent, the index of sales for the latter year on the 1930 base standing at 69.8. The wholesale price index declined 1.5 per cent during the same period, indicating that the drop in dollar value was largely due to price movements. On the other hand, dollar sales increased 41.4 per cent in 1937 over the low point reached in 1933, whereas the index of prices rose only 27.3 per cent, thus indicating a considerable expansion in the physical volume of goods sold. All this expansion took place during the interval, 1933 - 1936, the percentage increase in dollar sales in 1937 over 1936 just paralleling the gain in wholesale prices. In 1938 the wholesale sales index dropped to 95.3, while the wholesale price index declined 82.8. In this case, the dollar value of sales decreased 3.5 per cent while price levels declined by 5.0 per cent indicating that there was no appreciable change in the volume of goods sold.

Indexes of Total Sales, by Provinces

Division	1930	1931	1932	1933	1934	1935	1936	1937	1938	Per cent Change, 1938/37
Canada .....	100.0	81.6	68.7	65.7	74.7	78.9	86.2	98.7	94.6	- 4.2
P.E.I. ....	100.0	83.5	57.2	62.0	70.7	70.6	83.8	83.9	74.7	- 11.0
Nova Scotia .....	100.0	85.6	73.5	70.6	80.5	84.0	91.2	102.3	96.9	- 5.3
New Brunswick .....	100.0	85.9	58.9	65.7	73.9	77.7	84.9	98.7	94.1	- 4.6
Quebec .....	100.0	83.7	69.4	65.9	74.7	77.7	84.7	100.2	93.1	- 7.1
Ontario .....	100.0	84.1	70.9	68.9	79.4	83.3	91.5	105.1	99.4	- 5.4
Manitoba .....	100.0	77.7	68.5	65.1	73.8	80.9	88.3	101.4	102.8	+ 1.4
Saskatchewan .....	100.0	66.2	50.5	53.6	59.4	65.6	70.9	70.8	74.8	+ 5.7
Alberta .....	100.0	71.6	51.2	54.3	59.3	72.9	79.3	86.6	89.0	+ 2.8
British Columbia ....	100.0	81.9	44.3	53.5	71.6	77.7	84.9	97.2	93.8	- 3.5

The above table shows the indexes and percentage changes in wholesale sales for Canada and the provinces since 1930. Increases are general in the Prairie



Provinces. Saskatchewan sales are \$67,459,000 for 1938, an increase of 5.7 per cent over 1937 when sales of \$63,838,000 were reported. Alberta shows the next largest increase, 1938 sales being 2.8 per cent higher than those of 1937 with total sales now reaching \$88,433,000. The increase in Manitoba is reported as 1.4 per cent in 1938 over 1937. The sales increases in the Prairie Provinces are largely affected by a decided increase in sales of farm machinery and the relative firmness of the food group.

The remainder of the provinces reported decreased sales. Prince Edward Island reported the greatest percentage decline, sales of \$5,614,000 for 1938, being 11.0 per cent below the 1937 figure. Quebec, which reported sales of \$386,953,000 in 1937, dropped to \$359,637,000 in 1938, a decrease of 7.1 per cent. Ontario, which experienced a large increase in 1937, declined 5.4 per cent in 1938 from 1937, and now reports sales of \$468,781,000. Nova Scotia is next with sales of \$45,010,000 in 1938, 5.3 per cent lower than in 1937, when sales were \$47,516,000. New Brunswick decreased 4.6 per cent in 1938 over 1937 with sales declining to \$36,067,000. British Columbia reports the smallest decrease in sales in 1938 where \$123,239,000 are shown, a loss of 3.5 per cent from the preceding year.

#### Maritime Provinces

Sales of wholesale trading houses in the Maritime Provinces are \$86,691,000, for 1938, a decrease of 5.4 per cent over 1937, when sales were reported at \$91,629,000. Only three of the more important groups registered gains: the automotive group with sales in 1938 of \$1,564,000, farm supplies with \$814,000 and tobacco and confectionery with \$1,471,000 rose 4.3 per cent, 3.4 per cent and 1.0 per cent respectively in 1938 over 1937. Except for these gains, declines were general. The dry goods and apparel group decreased from \$3,082,000 in 1937 to \$2,697,000 in 1938, a change of 2.5 per cent. Hardware, now reporting sales of \$6,179,000, dropped 11.9 per cent. Petroleum products decreased 8.6 per cent over 1937 with sales of \$19,299,000 in that year to \$17,639,000 in 1938. The food group reported sales of \$46,849,000 in 1938 against \$48,027,000 in 1937, a decline of 2.5 per cent.

#### Quebec

Quebec, after registering the largest percentage gain in 1937 over the preceding year for any province, dropped 7.1 per cent in 1938 when sales of \$359,637,000 are shown. Although there was a general tendency in most groups to fall below the 1937 peak, five groups showed increases. The petroleum products group was relatively stable, posting an increase of 0.8 per cent over 1937 and now reaching a total of \$40,322,000. Tobacco and confectionery had a substantial gain of 7.4 per cent with sales in 1938 of \$9,222,000 against \$8,587,000 in 1937. The automotive group, which reported sales of \$3,126,000 in 1937, rose 5.6 per cent to \$3,300,000 in 1938.

Still within 3.0 per cent of the 1930 base figure, the food group reported sales of \$147,173,000 in 1938, a decrease of 5.6 per cent from the preceding year. Within the group the following declines were registered: dairy and poultry products, 13.5 per cent with 1938 sales of \$31,873,000; fruit and vegetables, 6.9 per cent and sales of \$23,228,000; staple groceries, 3.4 per cent and sales of \$45,284,000. Meats and fish showed the smallest decrease when sales declined 1.1 per cent to a 1938 sales figure of \$46,788,000. Other important groups which showed marked declines in 1938 over 1937 are: metals and metal work, 29.1 per cent; machinery, equipment and supplies, 18.3 per cent; plumbing and heating equipment and supplies, 17.5 per cent; electrical, 12.6 per cent; dry goods and apparel, 10.6 per cent; coal and coke, 9.1 per cent and hardware, 7.1 per cent.

#### Ontario

Wholesale sales in Ontario dropped from \$495,682,000 in 1937 to \$488,781,000 in 1938, a decrease of 5.4 per cent, and now within 1.0 per cent of the 1930 figure which stood at \$471,618,000. Indexes for the intervening years are: 84.4 for 1931, 70.9 for 1932, 68.9 for 1933, 79.4 for 1934, 83.3 for 1935, 91.5 for 1936 and 91.1 for 1937.



Increases were registered in some groups as follows: amusement, photographic and sporting goods, 10.0 per cent; automotive, 4.3 per cent; drugs and drug sundries, 1.9 per cent; electrical, 1.6 per cent; petroleum products, 1.4 per cent and tobacco and confectionery, 4.0 per cent.

The food group declined 3.5 per cent from sales of \$162,051,000 in 1937 to sales of \$156,435,000 in 1938. Dairy and poultry products showed an increase of 6.5 per cent over 1937. Otherwise decreases were general, fruits and vegetables declining 5.5 per cent, meats and fish, 5.2 per cent and groceries, 2.1 per cent.

Other groups which suffered substantial losses together with percentage declines from 1937 are lumber and building materials, 22.1 per cent; metals and metal work, 19.3 per cent; machinery, equipment and supplies, 12.9 per cent; dry goods and apparel, 10.2 per cent; coal and coke, 8.9 per cent and hardware, 8.6 per cent.

#### Prairie Provinces

Continuing the generally upward trend prevalent since the depression year of 1933, the Prairie Provinces reported an increase in sales in 1938 of 3.0 per cent over 1937. Sales now stand at \$257,621,000 for 1938 compared with \$250,228,000 in 1937.

The food group presented very little change, declining only 0.9 per cent in 1938 over 1937. The total sales of this group are \$113,486,000 or nearly half the total sales of all groups. Within the group, yearly increases were registered as follows: dairy and poultry products, 1.4 per cent and fruits and vegetables, 0.8 per cent. Meats and fish declined 3.3 per cent and groceries eased off 0.5 per cent to \$63,263,000 in 1938.

The machinery, equipment and supplies group made an important gain of 20.2 per cent with sales in 1938 of \$18,825,000. This was largely due to the large increase in sales of farm machinery which rose 38.6 per cent in 1938 over 1937. Other prominent groups which registered increases were: automotive, 11.6 per cent; petroleum products, 10.5 per cent; lumber and building materials, 9.7 per cent; drugs and drug sundries, 5.6 per cent and tobacco and confectionery, 4.2 per cent. The following groups reported declines as follows: dry goods and apparel, 9.2 per cent; leather and leather goods, 8.3 per cent and hardware, 0.1 per cent.

#### British Columbia

Wholesale sales in British Columbia decreased 3.5 per cent in 1938 over 1937. Sales in 1937 were \$127,720,000 while those in 1938 were \$123,239,000. Indexes for the years subsequent to 1930 are: 81.9 for 1931, 64.8 for 1932, 63.5 for 1933, 71.6 for 1934, 77.7 for 1935, 84.9 for 1936, 97.2 for 1937 and 93.8 for 1938.

The food group, with sales of \$53,347,000 in 1937 and \$51,203,000 in 1938, declined an even 4.0 per cent. Decreases within the group are general with the maximum decline coming in the fruit and vegetable section, which dropped 9.4 per cent. Meats and fish, groceries and dairy and poultry products declined 3.7 per cent, 2.7 per cent and 2.0 per cent respectively.

Some of the more important groups recording declines are as follows: dry goods and apparel, 11.9 per cent; machinery, equipment and supplies, 10.6 per cent; automotive, 4.6 per cent; lumber and building materials, 3.5 per cent and drugs and drug sundries, 1.8 per cent. Tobacco and confectionery with its gain of 2.5 per cent, plumbing and heating equipment and supplies with 1.9 per cent and petroleum products with 1.8 per cent registered the prominent increases within the province.



Comparison of Indexes of Wholesale Sales and Wholesale Prices

In the period 1930 to 1938 the dollar value of wholesale sales was affected not only by changes in the physical volume of goods distributed but also by changes in the prices of commodities. Accurate measurement of the relative influences of these two factors cannot be made because sales are reported by kinds of business and not by commodities and also because the weighting of price indexes constructed is based on total estimated consumption rather than on the proportions of different commodities sold through wholesale trading houses. Nevertheless, the general trends in wholesale prices and dollar volume of sales give some indication of the relative movements in the physical volume of goods handled. The total sales of wholesale firms and the indexes of value of sales and of prices for the period 1930 to 1938 are as follows:

Year	Sales	Indexes (1930 = 100)	
		Sales	Prices (Consumers' Goods)
\$			
1930 .....	1,370,066,000	100.0	100.0
1931 .....	1,118,364,000	81.6	85.3
1932 .....	940,658,000	68.7	79.8
1933 .....	900,496,000	65.7	79.6
1934 .....	1,023,296,000	74.7	83.0
1935 .....	1,080,742,000	78.9	82.4
1936 .....	1,181,543,000	86.2	83.7
1937 .....	1,352,212,000	98.7	89.1
1938 .....	1,295,969,000	94.6	86.5

A somewhat clearer indication of relative movements in price and volume is given by price indexes in some of the leading lines of wholesale trade.

Index Numbers of Wholesale Prices

(1930 = 100)

	1930	1931	1932	1933	1934	1935	1936	1937	1938
Consumers' Goods, Total .....	100.0	85.3	79.8	79.6	83.0	82.4	83.7	89.1	86.5
Foods, beverages, tobacco ...	100.0	75.6	66.1	68.5	74.9	75.6	78.8	87.2	82.8
Coal .....	100.0	99.5	96.5	91.6	91.7	91.2	91.2	90.1	92.6
Drugs and pharmaceutical chemicals .....	100.0	91.6	83.5	70.9	72.9	71.7	72.7	74.1	72.8
<i>Other Goods -</i>									
Buidling and construction materials .....	100.0	90.2	85.0	86.2	90.9	89.4	93.9	103.9	98.1
Chemicals and allied products	100.0	93.4	90.4	87.6	87.5	85.2	84.1	87.8	86.1
Hardware .....	100.0	97.9	96.0	94.2	94.9	95.1	93.8	97.8	97.9
Petroleum and its products ..	100.0	86.9	88.8	89.0	90.8	89.2	87.4	88.2	86.0



Comparability with 1930 Census

In constructing an annual index of wholesale sales, the chief objective has been to derive the most representative measure of the trend from year to year in wholesale trade and particularly in pre-retail business. For this reason, it has been necessary to make some alterations in the classifications used in the decennial census and to omit certain groups from the annual survey. Certain adjustment in the figures shown in the results of the decennial census have also been necessary to bring the data for subsequent years to a comparable basis. The more important revisions made in the 1930 figures were for drugs and drug sundries (Maritimes and Prairies), groceries (Ontario, Prairies and British Columbia), fruits and vegetables (Prairies), and plumbing and heating equipment and supplies (Quebec and Prairies).

In the main, the current census is confined to Wholesalers Proper with the exception of dealers in meats and petroleum products. In the case of meats, the sales of packing houses as well as of wholesale branches are now included and the entire group of petroleum products is now taken. A detailed description of the classifications used in the annual census will be found in the census report for 1933.

Method of Constructing Indexes of Wholesale Sales

The figures for 1930 shown in this report are taken from the results of the complete Census of Merchandising and Service Establishments taken in 1931 in connection with the Seventh Decennial Census, for which returns were received from all trading establishments in the country giving details regarding the business transacted in the preceding year. While the census of 1931 covered every firm, the annual census is more limited in its scope and includes only those wholesalers proper with sales of \$100,000 or more in 1930 together with some large firms which have commenced operations since that year. The reports received for the annual census are used in determining the trend in wholesale business from year to year. The trend value is then applied to the total sales for the base year 1930 in order to arrive at the most probable value of total business for each year. It should, therefore, be understood that the sales figures shown in this report for years subsequent to 1930 do not refer only to those establishments from which reports are annually secured but are the most accurate estimates possible of the total wholesale trade, including both contributing and non-contributing firms. The method makes no allowance for contraction or expansion in the total number of firms operating in the wholesale field, with the result that the indexes cannot fully reflect the total extent of the fluctuation in sales from year to year.



Table I.—Summary of Wholesale Trade by Provinces and Kinds of Business, 1930 - 1938

Province and Kind of Business	1930 (Actual)		1933 (\$)		1937 (\$)		1938 (\$)		Total Net Sales (Estimated in 000 of Dollars)						Indexes of Sales (1930 = 100.0)				Per cent Change 1938/1937
	1930 (Actual)	1933 (\$)	1937 (\$)	1938 (\$)	1930	1931	1932	1933	1934	1935	1936	1937	1938	1937	1938	1937	1938	1937	
Prince Edward Island .....	7,518,000	4,662	5,614	6,308	100.0	83.5	57.2	62.0	70.7	70.6	83.8	83.9	74.7	- 11.0	-	-	-	-	
Nova Scotia .....	46,464,000	32,812	47,516	45,010	100.0	85.6	73.5	70.6	80.5	84.0	91.2	102.3	96.9	- 5.3	-	-	-	-	
New Brunswick .....	38,320,000	25,192	37,805	36,067	100.0	85.9	68.9	65.7	73.9	77.7	84.9	98.7	94.1	- 4.6	-	-	-	-	
Quebec .....	386,229,000	254,696	386,953	359,637	100.0	83.7	69.4	65.9	74.7	77.7	84.7	100.2	93.1	- 7.1	-	-	-	-	
Ontario .....	471,618,000	324,828	495,682	468,781	100.0	84.4	70.9	68.9	79.4	83.3	91.5	105.1	99.4	- 5.4	-	-	-	-	
Manitoba .....	98,960,000	64,461	100	367	101,729	100.0	77.7	68.5	65.1	73.8	80.9	88.3	101.4	102.8	+ 1.4	+ 1.4	+ 1.4	+ 1.4	+ 1.4
Saskatchewan .....	90,210,000	48,555	63,838	67,459	100.0	66.2	59.5	53.8	59.4	65.6	70.9	70.9	74.8	- 5.7	-	-	-	-	
Alberta .....	99,333,000	61,872	86,023	88,433	100.0	74.6	67.2	62.3	69.3	72.9	79.3	86.6	89.0	+ 2.8	+ 2.8	+ 2.8	+ 2.8	+ 2.8	
British Columbia .....	131,414,000	83,418	127,720	123,239	100.0	81.9	64.8	63.5	71.5	71.6	77.7	84.9	97.2	93.8	- 3.5	-	-	-	-
CANADA, TOTAL .....	1,370,066,000	900,496	1,352,212	1,295,969	100.0	81.6	68.7	65.7	74.7	78.9	86.2	98.7	94.6	- 4.2	-	-	-	-	-
Amusement, photo. & sport. goods .....	4,278,000	2,464	3,865	4,251	100.0	82.9	67.7	57.6	64.0	68.6	78.4	90.3	99.4	+ 10.0	+ 5.5	+ 5.5	+ 5.5	+ 5.5	
Automotive .....	20,990,000	13,473	21,256	22,426	100.0	84.3	64.3	64.2	74.4	80.6	89.9	101.3	106.8	+ 5.5	+ 5.5	+ 5.5	+ 5.5	+ 5.5	
Chemicals and paints .....	8,387,000	7,743	11,695	10,554	100.0	84.1	74.7	92.3	108.0	117.5	127.6	139.4	125.8	- 9.8	-	-	-	-	
Drugs and drug sundries .....	27,973,000	22,139	29,554	29,645	100.0	96.3	85.2	79.1	83.4	88.7	95.2	105.7	106.0	+ 0.3	+ 0.3	+ 0.3	+ 0.3	+ 0.3	
Coal and coke .....	50,252,000	42,881	59,836	54,449	100.0	87.9	83.9	85.3	101.6	103.9	110.9	119.1	108.4	- 9.0	-	-	-	-	
Dry goods and apparel .....	102,358,000	64,396	86,822	77,793	100.0	79.0	65.3	62.9	71.6	73.7	77.3	84.8	76.0	- 10.4	-	-	-	-	
Electrical .....	22,982,000	9,973	25,775	25,001	100.0	78.4	52.2	43.4	56.6	65.0	83.4	112.2	108.8	- 3.0	-	-	-	-	
Farm supplies .....	16,037,000	8,719	14,955	13,207	100.0	87.2	64.8	54.4	67.6	69.5	65.4	93.3	82.4	- 11.7	-	-	-	-	
Foods .....	540,820,000	377,670	533,948	515,146	100.0	83.4	70.6	69.8	78.1	82.2	89.3	98.7	95.3	- 3.5	-	-	-	-	
Furniture and house furnishings .....	13,632,000	7,293	12,255	11,319	100.0	76.7	58.0	53.5	64.2	69.0	74.0	89.9	83.0	- 7.6	-	-	-	-	
General merchandise .....	13,478,000	8,668	15,023	14,801	100.0	78.1	69.0	64.3	76.1	82.3	95.6	111.5	109.8	- 1.5	-	-	-	-	
Hardware .....	65,943,000	38,025	66,118	61,852	100.0	76.5	59.4	57.7	70.1	74.7	85.0	100.3	93.8	- 6.5	-	-	-	-	
Jewellery and optical goods .....	10,858,000	6,935	13,561	12,782	100.0	85.8	67.8	63.9	77.3	89.4	104.8	124.9	117.7	- 5.7	-	-	-	-	
Leather and leather goods .....	7,377,000	5,325	7,956	6,620	100.0	76.8	67.2	72.2	80.9	88.3	92.9	107.8	89.7	- 16.8	-	-	-	-	
Lumber and building materials .....	51,872,000	18,912	41,982	36,114	100.0	73.8	44.1	36.5	47.9	53.2	66.0	80.9	69.6	- 14.0	-	-	-	-	
Machinery, equipment & supplies .....	59,321,000	21,789	54,101	51,678	100.0	55.1	40.7	36.7	47.4	56.9	66.9	91.2	87.1	- 4.5	-	-	-	-	
Metals and metal work .....	14,059,000	6,817	17,861	13,728	100.0	71.2	52.0	48.5	69.4	79.1	91.2	127.0	97.6	- 23.1	-	-	-	-	
Paper and paper products .....	22,462,000	17,263	24,103	23,715	100.0	92.7	82.3	76.9	85.2	89.5	94.8	107.3	105.6	- 1.6	-	-	-	-	
Petroleum products .....	230,169,000	163,315	218,419	223,711	100.0	83.8	78.0	71.0	76.5	77.5	82.2	94.9	97.2	+ 2.4	+ 2.4	+ 2.4	+ 2.4	+ 2.4	
Plumb. & heat. equip. & supplies .....	14,512,000	5,508	11,704	10,638	100.0	75.5	44.1	38.0	46.9	52.1	62.6	80.7	73.3	- 9.1	-	-	-	-	
Tobacco and confectionery .....	45,870,000	32,165	47,167	49,247	100.0	89.1	76.5	70.1	77.3	84.1	90.3	102.8	107.4	+ 4.4	+ 4.4	+ 4.4	+ 4.4	+ 4.4	
Waste materials .....	10,118,000	6,335	14,936	8,758	100.0	78.7	52.3	62.6	83.1	96.1	126.7	147.6	86.6	- 41.4	- 41.4	- 41.4	- 41.4	- 41.4	
All other .....	16,318,000	12,688	19,320	18,534	100.0	86.2	79.6	77.8	85.7	93.0	102.1	118.4	113.6	- 4.1	-	-	-	-	



Table 2.--CANADA - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated in 000 of dollars)										Indexes of Sales (1930 = 100.0)						Per cent Change 1938/37
	1930 (Actual)	1933	1937	1938	1930	1931	1932	1933	1934	1935	1936	1937	1938	1937	1938	1937	
Total.....	1,370,066,000	900,496	\$ 1,352,212	\$ 1,295,969	100.0	81.6	68.7	65.7	74.7	78.9	86.2	98.7	94.6	-	4.2	-	
Amusement, photographic & sporting goods .....	4,278,000	2,464	\$ 3,865	\$ 4,251	100.0	82.9	67.7	57.6	64.0	68.6	78.4	90.3	99.4	+ 10.0	+ 10.0	+ 10.0	
Automotive.....	20,990,000	13,473	21,256	22,426	100.0	84.3	65.3	64.2	74.4	80.6	89.9	101.3	106.8	+ 5.5	+ 5.5	+ 5.5	
Automotive equipment and parts .....	18,953,000	11,894	18,793	20,082	100.0	83.9	64.9	62.8	73.1	78.7	88.7	99.2	106.0	+ 6.9	+ 6.9	+ 6.9	
Tires .....	2,037,000	1,579	2,463	2,344	100.0	88.1	69.1	77.5	86.1	97.8	101.4	120.9	115.1	- 4.8	- 4.8	- 4.8	
Chemicals and paints .....	8,387,000	7,743	11,695	10,554	100.0	84.1	74.7	92.3	108.0	117.5	127.6	139.4	125.8	- 9.8	- 9.8	- 9.8	
Drugs and drug sundries .....	27,973,000	22,139	29,554	29,645	100.0	96.3	85.2	79.1	83.4	88.7	95.2	105.7	106.0	+ 0.3	+ 0.3	+ 0.3	
Coal and coke .....	50,252,000	42,881	59,836	54,449	100.0	87.9	83.9	85.3	101.6	103.9	110.9	119.1	108.4	- 9.0	- 9.0	- 9.0	
Dry goods and apparel .....	102,358,000	64,396	86,822	77,793	100.0	79.0	65.3	62.9	71.6	73.7	77.3	84.8	76.0	- 10.4	- 10.4	- 10.4	
Clothing & furnish. (inc. mill. & shoes) .....	24,451,000	16,703	22,480	20,343	100.0	83.5	72.4	68.3	75.8	80.5	85.3	91.9	83.2	- 9.5	- 9.5	- 9.5	
Dry goods (inc. notions & piece goods) .....	77,907,000	47,693	64,342	57,450	100.0	77.7	63.0	61.2	70.3	71.6	74.8	82.6	73.7	- 10.7	- 10.7	- 10.7	
Electrical .....	22,982,000	9,973	25,775	25,001	100.0	78.4	52.2	43.4	56.6	65.0	83.4	112.2	108.8	- 3.0	- 3.0	- 3.0	
Farm supplies .....	16,037,000	8,719	14,955	13,207	100.0	87.2	64.8	54.4	67.6	69.5	65.4	93.3	82.4	- 11.7	- 11.7	- 11.7	
Foods .....	540,820,000	377,670	523,948	515,146	100.0	83.4	70.6	69.8	78.1	82.2	89.3	98.7	95.3	- 3.5	- 3.5	- 3.5	
Groceries .....	223,838,000	184,436	225,185	230,748	100.0	87.7	79.4	82.4	87.8	90.8	97.3	105.2	103.1	- 2.0	- 2.0	- 2.0	
Dairy and poultry products .....	48,771,000	32,185	48,258	43,928	100.0	81.4	69.4	66.0	66.5	74.4	83.8	99.8	90.1	- 9.7	- 9.7	- 9.7	
Fruits and vegetables .....	99,102,000	63,176	91,916	87,723	100.0	83.5	70.1	63.7	72.9	76.2	84.0	92.7	88.5	- 4.6	- 4.6	- 4.6	
Meats and fish .....	169,109,000	97,876	157,859	152,747	100.0	78.4	59.6	57.9	71.5	76.6	83.4	93.3	90.3	- 3.2	- 3.2	- 3.2	
Furniture and house furnishings .....	13,632,000	7,293	12,255	11,319	100.0	76.7	58.0	53.5	64.2	69.0	74.6	89.9	83.0	- 7.6	- 7.6	- 7.6	
General merchandise .....	13,478,000	8,668	15,023	14,801	100.0	78.1	69.0	64.7	76.1	82.3	95.6	109.8	109.8	- 1.5	- 1.5	- 1.5	
Hardware .....	65,943,000	38,025	66,118	61,852	100.0	76.5	59.4	57.7	70.1	74.7	85.0	100.3	93.8	- 6.5	- 6.5	- 6.5	
Jewellery and optical goods .....	10,858,000	6,935	10,561	12,782	100.0	85.8	67.8	63.7	77.3	89.4	102.8	121.9	117.7	- 5.7	- 5.7	- 5.7	
Jewellery .....	8,078,000	4,430	9,478	8,905	100.0	82.9	60.6	54.8	68.5	81.2	97.7	117.3	110.2	- 6.0	- 6.0	- 6.0	
Optical goods .....	2,780,000	2,505	4,083	3,877	100.0	94.0	88.7	90.1	103.0	113.4	125.3	146.9	139.5	- 5.0	- 5.0	- 5.0	
Leather and leather goods .....	7,377,000	5,325	7,956	6,620	100.0	76.8	67.2	60.7	80.9	88.3	92.9	107.8	89.7	- 16.8	- 16.8	- 16.8	
Lumber and building materials .....	51,872,000	18,912	41,982	36,114	100.0	73.8	44.1	36.5	47.9	53.2	66.0	80.9	69.6	- 14.0	- 14.0	- 14.0	
Machinery, equipment and supplies .....	59,321,000	21,789	54,101	51,678	100.0	55.1	40.7	36.7	47.4	56.9	66.9	91.2	87.1	- 4.5	- 4.5	- 4.5	
Commercial & service equip. & supplies .....	6,710,000	3,521	5,968	5,160	100.0	78.3	52.5	60.3	67.8	74.3	88.9	76.9	76.9	- 13.5	- 13.5	- 13.5	
Farm machinery and equipment .....	14,305,000	2,698	9,954	13,347	100.0	56.7	35.4	31.9	45.1	53.5	67.1	104.6	102.1	- 2.5	- 2.5	- 2.5	
Professional equipment and supplies .....	7,810,000	5,817	9,721	8,172	100.0	91.2	77.1	74.9	83.1	88.4	94.6	104.6	102.1	- 2.5	- 2.5	- 2.5	
All other machinery, equipment and supplies .....	30,496,000	9,721	30,007	25,200	100.0	56.7	32.0	21.6	41.8	47.9	69.6	93.3	93.3	+ 34.1	+ 34.1	+ 34.1	
Metals and metal work .....	14,059,000	6,817	17,861	13,728	100.0	71.2	52.0	48.5	69.4	79.1	91.2	127.0	97.6	- 23.1	- 23.1	- 23.1	
Paper and paper products .....	22,462,000	17,263	24,103	23,715	100.0	92.7	82.3	76.9	85.2	89.5	94.8	107.3	105.6	- 1.6	- 1.6	- 1.6	
Petroleum products .....	163,315	218,419	223,711	218,419	100.0	83.8	78.0	71.0	76.5	77.5	82.2	94.9	97.2	+ 2.4	+ 2.4	+ 2.4	
Plumbing & heating equipment & supplies .....	5,508	11,704	10,638	10,638	100.0	75.5	44.1	38.0	46.9	52.1	62.6	80.7	73.3	- 9.1	- 9.1	- 9.1	
Tobacco and confectionery .....	45,870,000	32,165	47,167	49,247	100.0	89.1	76.5	70.1	77.3	84.1	90.1	102.8	107.4	+ 4.4	+ 4.4	+ 4.4	
Waste materials .....	10,118,000	6,335	14,936	8,758	100.0	78.7	52.3	62.6	83.1	96.1	126.7	147.6	86.6	- 41.4	- 41.4	- 41.4	
All other .....	16,318,000	12,688	19,320	18,534	100.0	86.2	79.6	77.8	85.7	93.0	102.1	118.4	113.6	- 4.1	- 4.1	- 4.1	



Table 3.--MARITIME PROVINCES - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	1930 (Actual)		1933 (Estimated in 000 of Dollars)		1938		Total Net Sales		Indexes of Sales (1930 = 100.0)		Per cent Change, 1938/1937			
	\$	\$	\$	\$	\$	\$	1930	1931	1932	1933	1934	1935	1936	1937
Total .....	92,302,000	62,666	91,629	86,691	100.0	85.6	70.3	67.9	77.0	80.3	88.0	99.3	93.9	- 5.4
Automotive .....	1,609,000	975	1,499	1,564	100.0	75.3	62.7	60.6	65.4	75.0	83.0	93.2	97.2	+ 4.3
Drugs and drug sundries .....	2,112,000	1,445	1,860	1,765	100.0	92.6	82.5	68.4	72.4	73.0	77.5	88.1	83.6	- 5.1
Coal and coke .....	561,000	533	533	490	100.0	94.9	87.2	79.9	82.4	85.4	90.7	95.0	87.3	- 8.1
Dry goods and apparel .....	3,665,000	2,171	3,082	2,697	100.0	78.6	62.4	59.2	67.0	71.7	76.2	84.1	73.6	- 12.5
Farm supplies .....	792,000	576	787	814	100.0	88.7	75.4	72.7	87.3	81.0	92.7	99.4	102.8	+ 3.4
Foods .....	49,380,000	34,685	48,027	46,849	100.0	84.6	70.0	70.2	78.0	80.4	87.9	97.3	94.9	- 2.5
Groceries .....	27,282,000	21,717	29,048	28,411	100.0	86.3	77.0	79.6	86.6	88.5	96.0	106.5	104.1	- 2.2
Dairy and poultry products .....	1,857,000	1,083	1,591	1,398	100.0	56.3	56.3	58.3	60.5	70.2	72.8	85.7	75.3	- 12.1
Fruits and vegetables .....	7,218,000	4,049	6,051	5,900	100.0	79.7	59.7	56.1	65.1	67.2	77.4	83.8	81.7	- 2.5
Meats and fish .....	13,023,000	7,836	11,337	11,140	100.0	87.9	63.1	60.2	69.8	72.3	79.0	87.1	85.5	- 1.7
Furniture and house furnishings .....	984,000	563	885	833	100.0	90.6	63.2	57.2	69.7	71.4	77.2	89.9	84.7	- 5.9
General merchandise .....	1,330,000	870	1,291	1,232	100.0	76.1	63.2	65.4	74.6	79.5	95.7	97.1	92.6	- 4.6
Hardware .....	8,082,000	4,607	7,014	6,179	100.0	84.0	60.2	57.0	67.8	67.5	76.6	86.8	76.5	- 11.9
Jewellery and optical goods .....	307,000	221	332	324	100.0	87.3	73.3	72.0	83.7	87.9	94.1	108.1	105.5	- 2.4
Lumber and building materials .....	1,544,000	512	1,163	923	100.0	84.3	41.7	33.2	47.7	50.1	59.3	75.3	59.8	- 20.6
Machinery, equipment and supplies .....	1,786,000	701	1,410	1,190	100.0	64.9	49.8	39.2	52.2	54.0	66.5	78.9	66.6	- 15.6
Paper and paper products .....	924,000	678	934	936	100.0	90.2	80.3	73.4	84.6	84.7	90.7	101.1	101.3	+ 0.2
Petroleum products .....	15,641,000	11,918	19,299	17,639	100.0	93.2	82.4	76.2	89.0	97.3	104.2	123.4	112.8	- 8.6
Tobacco and confectionery .....	1,628,000	1,053	1,456	1,471	100.0	89.1	72.7	64.7	71.0	78.8	89.4	90.4	91.2	+ 1.0
All other .....	1,957,000	1,243	2,057	1,785	100.0	83.0	64.8	63.5	70.8	76.7	89.5	105.1	91.2	- 13.2



Table 4.--QUEBEC - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales		Indexes of Sales (1930 = 100)						Per cent Change 1936/37					
	1930 (Actual)	(Estimated in 000 of Dollars)	1933	1937	1938	1930	1931	1932	1933	1934	1935	1936	1937	1938
Total .....	386,229,000	254,696	386,953	359,637	100.0	83.7	69.4	65.9	74.7	77.7	84.7	100.2	93.1	- 7.1
Anusement, photographic & sporting goods.	787,000	491	796	862	100.0	88.5	78.8	62.4	70.2	72.9	93.6	101.1	109.5	+ 8.3
Automotive .....	3,690,000	2,140	3,126	3,300	100.0	79.8	59.3	58.0	60.4	61.1	72.2	84.7	89.4	+ 5.6
Chemicals and paints .....	4,150,000	4,042	6,526	5,808	100.0	86.4	77.8	97.4	121.8	130.7	144.9	157.3	140.0	- 11.0
Drugs and drug sundries .....	9,159,000	6,869	8,337	8,154	100.0	93.7	81.4	75.0	76.4	79.8	81.6	91.0	89.0	- 2.2
Coal and coke .....	26,712,000	20,835	26,359	23,960	100.0	85.8	81.9	78.0	90.2	87.2	87.6	98.7	89.7	- 9.1
Dry goods and apparel .....	45,569,000	27,701	39,231	35,085	100.0	79.2	63.4	60.8	70.7	74.0	77.8	86.1	77.0	- 10.6
Electrical .....	5,935,000	2,748	7,383	6,453	100.0	82.5	56.3	46.3	62.8	66.9	86.6	124.4	108.7	- 12.6
Farm supplies .....	4,959,000	3,099	5,474	5,605	100.0	85.7	68.6	62.5	70.4	72.6	78.0	110.4	113.0	+ 2.4
Foods .....	151,570,000	107,397	155,966	147,173	100.0	85.1	72.3	70.9	77.0	80.9	89.7	102.9	97.1	- 5.6
Groceries .....	49,991,000	37,807	46,881	45,284	100.0	86.7	74.7	75.6	77.2	78.4	84.1	93.8	90.6	- 3.4
Dairy and poultry products .....	37,018,000	24,432	36,847	31,873	100.0	82.3	70.3	66.0	64.1	72.3	83.4	92.5	86.1	- 13.5
Fruits and vegetables .....	23,193,000	16,235	24,950	23,228	100.0	88.9	78.1	70.0	80.1	84.0	91.5	107.6	100.8	- 6.9
Meats and fish .....	41,368,000	28,923	47,288	46,788	100.0	83.6	67.8	69.9	86.5	90.0	101.0	114.3	113.1	- 1.1
Furniture and house furnishings .....	5,661,000	2,881	5,582	5,202	100.0	77.9	57.9	50.9	63.9	70.3	76.6	93.6	91.9	- 6.9
General merchandise .....	4,740,000	2,455	3,849	3,522	100.0	72.2	59.6	51.8	59.8	60.0	66.8	81.2	74.2	- 6.5
Hardware .....	15,213,000	8,687	14,984	13,920	100.0	81.0	87.5	72.9	66.7	70.0	79.2	98.2	91.5	- 7.1
Jewellery and optical goods .....	3,427,000	2,167	3,487	3,229	100.0	76.2	61.4	62.5	66.6	75.2	76.3	97.3	72.7	- 25.5
Leather and leather goods .....	3,054,000	1,909	2,981	2,221	100.0	76.0	61.4	41.8	40.8	31.8	43.7	52.3	69.9	- 12.3
Lumber and building materials .....	13,440,000	4,271	9,395	8,243	100.0	72.1	64.8	40.3	36.0	44.5	49.8	58.4	85.3	- 18.3
Machinery, equipment and supplies .....	14,767,000	5,323	12,591	10,282	100.0	64.8	50.3	53.3	49.6	68.5	73.6	83.3	113.4	- 29.0
Metals and metal work .....	8,424,000	4,178	9,551	6,781	100.0	70.1	53.2	53.2	53.2	73.6	82.4	87.7	91.8	- 2.1
Paper and paper products .....	6,009,000	4,405	6,379	6,245	100.0	92.0	79.2	73.3	85.8	86.9	85.2	87.2	107.0	+ 0.8
Petroleum products .....	37,398,000	28,759	40,002	40,322	100.0	95.4	95.4	76.9	85.8	47.3	50.9	61.5	83.4	- 17.5
Plumbing and heating equipment & supplies .....	5,431,000	2,113	4,532	3,739	100.0	77.5	45.9	38.9	72.4	80.5	87.0	103.6	111.2	+ 7.4
Tobacco and confectionery .....	8,292,000	5,804	8,587	9,222	100.0	91.0	76.9	70.0	75.1	81.9	95.4	109.4	127.0	- 12.9
All other .....	7,842,000	6,422	11,835	10,309	100.0	85.1	85.1	85.1	85.1	85.1	95.4	109.4	127.0	- 12.9



Table 5---ONTARIO - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales		Indexes of Sales (1930 = 100)										Per cent Change 1938/77	
	1930 (Actual)	Estimated in 000 of Dollars)	1933	1937	1938	1930	1931	1932	1933	1934	1935	1936	1937	
Total .....	1471,618,000	324,828	495,682	468,781	100.0	84.4	70.9	68.9	79.4	83.3	91.5	105.1	99.4	- 5.4
Amusement, photographic & sporting goods	2,764,000	1,553	2,318	2,550	100.0	82.0	65.5	56.2	60.8	65.3	71.5	83.9	92.3	+ 10.0
Automotive .....	8,414,000	5,690	9,195	9,587	100.0	89.9	68.8	67.6	80.4	87.0	94.9	109.3	113.9	+ 4.3
Chemicals and paints .....	2,951,000	2,626	3,796	3,428	100.0	80.8	71.8	89.0	95.6	106.6	115.1	128.6	116.2	- 9.7
Drugs and drug sundries .....	9,194,000	8,181	12,207	12,439	100.0	102.4	91.4	89.0	97.5	106.8	119.0	132.8	135.3	+ 1.9
Coal and coke .....	17,156,000	18,220	28,151	25,646	100.0	93.6	92.1	106.2	133.8	141.2	158.8	164.1	149.5	- 8.9
Dry goods and apparel .....	35,047,000	22,906	29,072	26,104	100.0	81.2	66.4	65.4	72.8	73.7	74.9	83.0	74.5	- 10.2
Electrical .....	11,124,000	4,839	12,527	12,727	100.0	79.0	47.8	43.5	54.8	62.5	80.3	112.6	114.4	+ 1.6
Farm supplies .....	8,634,000	4,317	7,534	5,477	100.0	92.2	62.8	50.0	67.1	65.8	58.1	87.3	63.4	- 27.3
Foods .....	167,966,000	116,770	162,051	156,435	100.0	84.2	71.1	69.5	80.9	83.7	89.7	96.5	93.1	- 3.5
Groceries .....	65,111,000	55,590	67,764	66,346	100.0	88.2	81.9	85.4	93.1	94.8	99.6	104.1	101.9	- 2.1
Dairy and poultry products .....	7,120,000	4,464	6,864	7,310	100.0	80.7	65.8	62.7	70.2	77.7	82.1	96.4	102.7	+ 6.5
Fruits and vegetables .....	32,456,000	22,362	31,236	29,518	100.0	82.5	73.9	68.9	79.9	81.3	91.1	96.2	90.9	- 5.5
Meats and fish .....	63,279,000	34,354	56,187	53,261	100.0	81.4	59.2	54.3	70.1	74.2	79.7	88.8	81.3	- 5.2
Furniture and house furnishings .....	4,517,000	2,593	3,835	3,536	100.0	75.2	59.8	57.4	60.7	63.6	72.6	84.9	76.2	- 7.6
General merchandise .....	4,453,000	3,219	6,357	6,541	100.0	82.5	74.1	72.3	87.1	97.1	117.4	142.8	146.9	+ 2.9
Hardware .....	16,261,000	8,749	16,438	15,024	100.0	75.6	55.4	53.8	65.6	71.0	82.9	101.1	92.4	- 8.6
Jewellery and optical goods .....	5,412,000	3,343	7,692	7,138	100.0	84.0	62.7	61.8	76.8	91.2	112.7	142.1	131.9	- 7.6
Lumber and building materials .....	24,878,000	8,559	21,750	16,945	100.0	73.3	41.4	34.4	47.9	54.9	69.6	87.4	68.1	- 22.1
Machinery, equipment and supplies .....	17,317,000	9,034	20,013	17,423	100.0	73.6	58.9	52.2	65.5	75.2	88.7	115.6	100.6	- 12.9
Metals and metal work .....	4,602,000	1,997	6,725	5,427	100.0	68.5	48.8	43.4	65.5	83.2	100.8	146.1	117.9	- 19.3
Paper and paper products .....	9,383,000	7,150	9,887	9,462	100.0	91.6	80.5	76.2	84.8	88.8	93.3	105.4	100.8	- 4.3
Petroleum products .....	79,226,000	66,788	88,762	90,005	100.0	87.4	85.9	84.3	87.4	86.6	93.4	112.0	113.6	+ 1.4
Plumbing & heating equipment & supplies .....	4,669,000	2,003	4,311	4,070	100.0	85.5	50.2	42.9	55.6	61.5	73.0	92.3	87.2	- 5.6
Tobacco and confectionery .....	15,657	24,020	24,981	100.0	93.0	79.5	70.3	79.9	87.5	93.6	107.9	112.2	112.2	+ 4.0
Waste materials .....	6,464,000	4,169	5,266	5,616	100.0	83.0	54.5	64.5	88.3	101.0	134.1	158.8	86.9	- 45.3
All other .....	8,915,000	6,465	8,775	8,220	100.0	84.1	76.9	72.5	75.8	88.6	98.4	92.2	92.2	- 6.3



Table 6.--PRAIRIE PROVINCES - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated in 000 of Dollars)						Indexes of Sales (1930 = 100.0)						Per cent Change 1938/37	
	1930 (Actual)	\$	1933	\$	1937	\$	1930	1931	1932	1933	1934	1935	1936	1937
Total .....	288,503,000	\$ 174,888	250,228	\$ 257,621	100,0	73,0	65,2	60,6	67,7	73,4	79,8	86,7	89,3	+ 3.0
Automotive .....	5,239,000	\$ 3,436	5,454	\$ 6,085	100,0	83,1	67,1	65,6	79,2	89,1	98,3	104,1	116,1	+ 11.6
Chemicals and paints .....	398,000	\$ 210	290	\$ 274	100,0	64,8	54,6	52,6	63,0	66,0	66,8	72,9	68,8	- 5.5
Drugs and drug sundries .....	4,098,000	\$ 3,000	3,593	\$ 3,794	100,0	91,3	81,2	73,2	74,1	78,2	84,3	87,7	92,6	+ 5.6
Coal and coke .....	5,705,000	\$ 3,298	4,708	\$ 4,298	100,0	79,7	68,2	57,8	60,5	72,7	78,7	82,5	75,3	- 8.7
Dry goods and apparel .....	13,407,000	\$ 8,859	11,427	\$ 10,374	100,0	75,9	72,4	66,1	75,0	74,2	81,4	85,2	77,4	- 9.2
Electrical .....	2,285,000	\$ 1,074	2,224	\$ 2,393	100,0	70,4	52,8	47,0	59,5	72,1	91,4	97,3	104,7	+ 7.6
Farm supplies .....	1,463,000	\$ 614	986	\$ 1,146	100,0	61,9	57,4	42,0	50,4	72,1	45,9	67,4	78,3	+ 16.2
Foods .....	113,932,000	\$ 81,173	114,557	\$ 113,486	100,0	80,8	71,4	71,2	79,0	85,9	93,0	100,5	99,6	- 0.9
Groceries .....	54,970,000	\$ 49,171	63,608	\$ 63,263	100,0	88,2	86,3	89,5	95,4	102,1	109,9	115,7	115,1	- 0.5
Dairy and poultry products .....	1,205,000	\$ 970	1,732	\$ 1,732	100,0	92,8	73,8	80,5	112,5	118,0	118,8	141,7	143,7	+ 1.4
Fruits and vegetables .....	26,711,000	\$ 14,825	21,441	\$ 21,613	100,0	83,9	65,0	55,5	63,0	66,1	73,2	80,3	80,9	+ 0.8
Meats and fish .....	31,046,000	\$ 16,207	27,800	\$ 26,878	100,0	64,4	50,3	52,2	62,5	73,0	79,2	89,5	86,6	- 3.3
Furniture and house furnishings .....	1,277,000	\$ 596	759	\$ 747	100,0	63,2	50,4	46,7	54,5	56,1	57,1	59,4	58,5	- 1.6
General merchandise .....	2,739,000	\$ 1,986	3,295	\$ 3,295	100,0	82,1	80,0	72,5	86,4	97,9	109,5	120,3	120,3	(a)
Hardware .....	16,073,000	\$ 10,351	15,346	\$ 15,331	100,0	71,2	66,8	64,4	78,6	82,8	90,5	95,5	95,4	- 0.1
Jewellery and optical goods .....	1,127,000	\$ 791	1,334	\$ 1,363	100,0	86,6	72,0	70,2	85,1	97,8	111,4	118,4	120,9	+ 2.2
Leather and leather goods .....	1,759,000	\$ 1,726	2,276	\$ 2,087	100,0	86,9	94,5	98,1	110,9	112,2	118,7	129,4	118,6	- 8.3
Lumber and building materials .....	5,700,000	\$ 3,225	5,037	\$ 5,526	100,0	70,3	56,0	56,6	71,6	72,1	82,7	88,4	96,9	+ 9.7
Machinery, equipment and supplies .....	21,130,000	\$ 4,893	15,659	\$ 18,825	100,0	39,5	25,4	23,2	31,9	44,7	51,6	74,1	89,1	+ 20.2
Paper and paper products .....	3,527,000	\$ 2,927	3,936	\$ 4,093	100,0	92,5	90,2	83,0	90,3	94,2	102,1	111,6	116,0	+ 4.0
Petroleum products .....	75,078,000	\$ 38,365	47,393	\$ 52,369	100,0	69,6	64,0	51,1	53,9	56,3	60,5	63,1	69,8	+ 10.5
Plumbing & heating equipment & supplies .....	2,604,000	\$ 740	1,387	\$ 1,430	100,0	57,5	32,8	28,4	35,5	40,6	47,0	53,3	54,9	+ 3.1
Tobacco and confectionery .....	8,791,000	\$ 6,400	8,369	\$ 8,720	100,0	79,6	70,5	72,8	78,6	83,3	88,9	95,2	99,2	+ 4.2
All other .....	2,171,000	\$ 1,224	1,985	\$ 2,198	100,0	75,0	59,7	56,4	64,7	76,2	90,0	101,2	91,4	- 9.7

(a) No change



Table 7.—BRITISH COLUMBIA - Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated in 000 of Dollars)				Indexes of Sales (1930 = 100.0)							Per cent: Change 1938/37	
	1930 (Actual)	1933	1937	1938	1930	1931	1932	1933	1934	1935	1936	1937	
Total .....	141,414,000	83,418	127,720	123,239	100.0	81.9	64.8	63.5	71.6	77.7	84.9	97.2	93.8
Automotive .....	2,038,000	1,232	1,982	1,890	100.0	79.2	59.5	60.5	70.0	72.0	85.6	97.3	92.7
Chemicals and paints .....	875,000	852	1,067	1,029	100.0	92.8	78.9	97.4	105.2	114.9	115.2	121.9	117.6
Drugs and drug sundries .....	3,410,000	2,614	3,557	3,493	100.0	95.3	85.1	77.5	82.5	86.2	92.2	104.3	102.4
Dry goods and apparel .....	4,670,000	2,759	4,010	3,533	100.0	70.6	56.9	59.1	65.3	70.7	79.1	85.9	75.7
Electrical .....	3,415,000	1,205	3,366	3,161	100.0	74.5	58.5	53.3	49.0	64.3	81.8	98.6	92.6
Foods .....	57,972,000	37,645	53,347	51,203	100.0	81.0	63.6	64.9	70.7	75.4	80.7	92.0	88.3
Groceries .....	26,484,000	20,151	28,214	27,444	100.0	88.3	70.3	76.1	80.2	83.4	91.4	106.5	103.6
Dairy and poultry products .....	1,571,000	1,236	1,648	1,615	100.0	84.1	77.2	78.7	78.7	79.6	85.6	104.9	102.8
Fruits and vegetables .....	9,524,000	5,705	8,238	7,464	100.0	75.4	59.5	59.9	65.4	74.6	76.5	86.5	78.4
Meats and fish .....	20,393,000	10,553	15,247	14,680	100.0	73.8	55.6	51.7	60.2	64.5	68.4	74.8	72.0
Furniture and house furnishings .....	1,193,000	660	1,194	1,001	100.0	79.9	55.6	55.3	84.7	94.9	89.0	100.1	83.9
Jewellery and optical goods .....	585,000	413	716	728	100.0	89.7	73.7	70.6	84.3	94.3	104.8	122.4	117
Lumber and building materials .....	6,310,000	2,345	4,637	4,477	100.0	79.6	51.9	37.2	39.8	50.4	67.3	73.5	71.0
Machinery, equipment and supplies .....	4,321,000	1,838	4,428	3,958	100.0	64.4	40.2	42.5	58.5	68.9	83.7	102.5	91.6
Metals and metal work .....	867,000	552	1,376	1,331	100.0	94.9	56.6	63.6	99.3	107.2	114.6	158.7	152.5
Paper and paper products .....	2,619,000	2,103	2,967	2,979	100.0	99.8	86.0	86.5	91.5	98.2	113.3	113.7	106.4
Petroleum products .....	22,826,000	17,485	22,963	23,376	100.0	92.3	80.9	76.6	84.2	89.4	91.5	100.6	102.4
Plumbing & heating equipment & supplies .....	1,209,000	412	1,098	1,119	100.0	64.5	34.4	34.1	38.9	51.2	67.0	90.8	92.0
Tobacco and confectionery .....	4,888,000	3,251	4,735	4,853	100.0	85.0	74.2	66.5	73.3	80.3	86.7	96.9	99.3
All other .....	14,216,000	8,022	16,277	15,108	100.0	73.4	52.3	56.4	72.7	80.4	93.7	114.5	106.3



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INTERNAL TRADE BRANCH  
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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Wholesale Trade in Canada, 1939

Annual sales of wholesale trading houses were 6 per cent higher in 1939 than in 1938 and were at a higher level than in any year since 1929, according to calculations based on reports secured for the annual Census of Merchandising Establishments. Sales totalled \$1,375,550,000 for 1939 compared with \$1,295,969,000 for 1938, indexes of sales on the base 1930=100 standing at 100.4 and 94.6 for the two years. These figures represent the total annual turnover of regular wholesale merchants including the bulk tank station of the various petroleum companies. They do not include the business of such types as manufacturers' agents, manufacturers' sales branches, commission agents, brokers and some other forms of enterprise which would be included in the wholesale trade if considered in its broader sense.

The 6 per cent increase in 1939 over 1938 represents the result of the marked stimulus in trading which occurred after the outbreak of the war, due partially to increased consumer demand but more particularly to heavy inventory buying on the part of the retail trades. Results of monthly surveys, more limited in scope than the annual reports, and restricted to nine lines of business, show that while sales for the first eight months of 1939 were only maintained at the level of the corresponding period of 1938, sales during the last four months of 1939 were 18 per cent above the corresponding four-month interval of the preceding year.

All provinces reported higher sales in 1939 than in 1938, percentage gains standing at 10 per cent for the Maritime Provinces, 6 per cent for Quebec, 5 per cent for Ontario, 6 per cent for the Prairie Provinces and 7 per cent for British Columbia. The gain in Saskatchewan was 11 per cent.

Increased sales from 1938 were general for most lines of business, only 3 of the 32 different kind-of-business classes for which figures are shown in the attached tables showing declines. Dealers in waste materials (chiefly scrap iron) reported the largest percentage increase with a gain of 25 per cent while wholesalers of chemicals and paints and dealers in metals and metal work both reported increases of 23 per cent. Increases for other lines were more moderate, gains for some of the more important groups standing at 6 per cent for food products, 11 per cent for dry goods and apparel, 4 per cent for coal and coke, 6 per cent for drugs, 7 per cent for hardware, 4 per cent for machinery, equipment and supplies, 2 per cent for petroleum products, and 6 per cent for tobacco and confectionery.

Changes in the dollar volume of sales from year to year represent the resultant effect of variations in the physical volume of goods sold and changes in price levels. An increase of 6 per cent in dollar sales of wholesalers in the food group is associated with a decline of 4 per cent in the wholesale price index for foods, beverages and tobacco. While the indexes of sales and prices are not compiled on a strictly comparable basis, they are sufficiently comparable to show that the increase in dollar sales presented a considerably greater increase in the volume of goods which these wholesalers handled. A comparison of the indexes of wholesale prices and of sales, for the food group as a whole and for each of the four components of which it is composed, is shown in the following table.

Note: This report is restricted to regular wholesale merchants and does not include the business of such types as manufacturers' agents, manufacturers' sales branches, commission agents, brokers, etc., which would be included in wholesale trade in its broader sense.



- 2 -  
Food Group--Comparison of Indexes of Sales and Prices  
(1930=100)

Kind of Business	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	Per Cent Change, 1939/38
<b>Wholesale Sales:</b>											
Foods .....	100.0	83.4	79.6	69.8	78.1	82.2	89.3	98.7	95.3	100.8	+ 5.8
Groceries .....	100.0	87.7	79.4	82.4	87.8	90.8	97.3	105.2	103.1	110.8	+ 7.5
Dairy and poultry products .....	100.0	81.4	69.4	66.0	66.5	74.4	83.8	99.8	90.1	94.2	+ 4.6
Fruits and vegetables .....	100.0	83.5	79.1	63.7	72.9	76.2	84.0	92.7	88.5	95.5	+ 7.9
Meats and fish .....	100.0	78.4	59.6	57.9	71.5	76.6	83.4	93.3	90.2	92.5	+ 2.5
<b>Wholesale Prices:</b>											
Foods, beverages and tobacco .....	100.0	75.6	66.2	68.5	74.9	75.6	78.8	87.2	82.8	79.4	- 4.1

#### Maritime Provinces

Wholesale sales in the Maritime Provinces are estimated at \$95,724,000 for 1939, up 10 per cent from 1938 and 4 per cent above the 1930 level. Increases for each of the three provinces stand at 16 per cent for Prince Edward Island, 14 per cent for Nova Scotia, and 5 per cent for New Brunswick. All lines of business, excepting dealers in farmers' supplies and in dairy and poultry products, shared in the increase. Sales for the food group as a whole were up by 13 per cent, petroleum products were up 24 per cent, dry goods and apparel, 18 per cent; hardware, 10 per cent; and drugs and drug sundries, 7 per cent.

#### Quebec

Wholesale sales in Quebec province gained 6 per cent in 1939 over the preceding year, but failed to recover the ground lost between 1937 and 1938. Total sales are estimated at \$381,767,000 for 1939, \$359,637,000 for 1938, and \$386,953,000 for 1937, while indexes of sales on the 1930 base stand at 98.8 for 1939, 93.1 for 1938, and 100.2 for 1937.

Sales for the food group at \$154,237,000 were 5 per cent above the 1938 level, results for the four components of the group revealing increases of 5 per cent for groceries, 10 per cent for dairy and poultry products, 5 per cent for fruits and vegetables, and 1 per cent for meats and fish. Sales for wholesalers specializing in dry goods and apparel were up by 13 per cent; coal and coke was up 14 per cent; drugs and drug sundries, 5 per cent; and hardware, 8 per cent. Wholesale sales of petroleum products were down by 4 per cent.

#### Ontario

Wholesale sales in Ontario increased 5 per cent in 1939 over 1938, returning almost to the 1937 figure and standing 4 per cent above the 1930 base. Total sales are estimated at \$492,124,000 for 1939 compared with \$468,781,000 for 1938 and \$495,682,000 for 1937.

Sales of the food group at \$162,949,000 were 4 per cent above the 1938 figure. The grocery trade was up by 8 per cent, fruits and vegetables, 4 per cent; meat and fish, 2 per cent; while wholesalers in dairy and poultry products reported an average decline of 8 per cent. The dry goods and apparel trade reported 13 per cent more business in 1939 than in the preceding year, coal and coke was up by 6 per cent; and hardware, 6 per cent.

Wholesale sales of petroleum products at \$87,755,000 were down by 3 per cent from the preceding year; farm supplies were down by 4 per cent; and the electrical group was down by 1 per cent.



### Prairie Provinces

Wholesale sales in the Prairie Provinces are estimated at \$274,187,000 for 1939, up 6 per cent from 1938 and higher than the amount recorded for any year since 1930. Indexes of sales on the 1930 base stand at 95.0 for 1939, 89.3 for 1938, and 86.7 for 1937. Sales in Manitoba increased by 5 per cent in 1939 over 1938, the index for 1939 on the 1930 base standing at 107.9. Sales in Alberta also increased by 5 per cent, the 1939 index standing at 93.5. Saskatchewan sales increased by 11 per cent, the lower index of 82.7 for 1939 reflecting the lower level to which trade in this province had fallen during the depression years.

Excepting only three lines of business, all trades for which separate figures are compiled showed increased sales in 1939 over 1938. Sales of the food group as a whole at \$121,246,000 were up by 7 per cent, results for individual lines of business within the group revealing increases of 6 per cent for groceries, 15 per cent for fruits and vegetables, 3 per cent for meats and fish and a decline of 3 per cent for dairy and poultry products. Percentage increases for other lines of trade included a gain of 2 per cent for the dry goods and apparel trade, 6 per cent for the hardware trade, 5 per cent for petroleum products, 3 per cent for machinery, equipment and supplies and 8 per cent for tobacco and confectionery.

### British Columbia

Sales of wholesale houses in British Columbia are estimated at \$131,748,-000 for 1939, up 7 per cent from 1938, and approximately on a par with the 1930 level. The index of sales on the 1930 base stands at 100.3 for 1939, 93.8 for 1938, and 97.2 for 1937. Sales for the food trade as a whole are estimated at \$55,082,000 or 8 per cent above 1938, results for individual lines of business within the group revealing increases of 13 per cent for groceries and 12 per cent for fruits and vegetables and declines of 17 per cent and 2 per cent for dairy and poultry products and for meat and fish respectively.

Lumber and building materials declined by 6 per cent and the plumbing and heating equipment and supplies group was down by 6 per cent. All other lines of business reported increases most of which came within narrow limits of the 7 per cent gain for the trade as a whole.

### Comparability with 1930 Census

In constructing an annual index of wholesale sales, the chief objective has been to derive the most representative measure of the trend from year to year in wholesale trade and particularly in pre-retail business. For this reason, it has been necessary to make some alterations in the classifications used in the Decennial Census and to omit certain groups from the annual survey. Certain adjustments in the figures shown in the results of the Decennial Census have also been necessary to bring the data for subsequent years to a comparable basis. The more important revisions made in the 1930 figures were for rugs and drug sundries (Maritimes and Prairies), groceries (Ontario, Prairies and British Columbia), fruits and vegetables (Prairies), and plumbing and heating equipment and supplies (Quebec and Prairies).

In the main, the current Census is confined to Wholesalers Proper with the exception of dealers in meats and petroleum products. In the case of meats, the sales of packing houses as well as of wholesale branches are now included and the entire group of petroleum products is now taken. A detailed description of the classifications used in the annual Census will be found in the Census report for 1933.

### Method of Constructing Indexes of Wholesale Sales

The figures for 1930 shown in this report are taken from the results of the complete Census of Merchandising and Service Establishments taken in 1931 in connection with the Seventh Decennial Census, for which returns were received from all trading establishments in the country giving details regarding the business transacted in the preceding year. While the Census of 1931 covered every firm, the annual Census is more limited in scope and includes only those wholesalers proper with sales of \$100,000 or more in 1930 together with some large firms which have commenced operations since that year. The reports received for the annual Census are used in determining the trend in wholesale business from year to year. The trend value is then applied to the total sales for the base year 1930 in order to arrive at the most probable value of total business for each year. It should, therefore, be understood that the sales figures shown in this report for years subsequent to 1930 do not refer only to those establishments from which reports are annually secured but are



the most accurate estimates possible of the total wholesale trade, including both contributing and non-contributing firms. The method makes no allowance for contraction or expansion in the total number of firms operating in the wholesale field, with the result that the indexes cannot fully reflect the total extent of the fluctuation in sales from year to year.



Province and Kind of Business	Total Net Sales (Actual)				Total Net Sales (Estimated)				Indexes of Sales (1930 = 100.0)				Per Cent Change 1939/1938		
	1930	1933	1938	1939	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	
Prince Edward Island .....	\$ 7,518	\$ 4,662	\$ 5,614	\$ 6,629	100	83.5	57.2	62.0	70.7	70.6	83.8	83.9	74.7	86.8	+ 16.3
Nova Scotia .....	46,464	32,812	45,010	51,263	100	85.6	73.5	70.6	80.5	84.0	91.2	102.3	96.9	110.3	+ 13.9
New Brunswick .....	38,320	25,192	36,067	37,832	100	85.9	68.9	65.7	73.9	77.7	84.9	98.7	94.1	98.7	+ 4.9
Quebec .....	386,229	254,696	359,637	381,767	100	83.7	69.4	65.9	74.7	77.7	84.7	100.2	93.1	98.8	+ 6.2
Ontario .....	471,618	324,828	468,781	492,124	100	84.4	70.9	68.9	79.4	83.3	91.5	105.1	99.4	104.3	+ 5.0
Manitoba .....	98,960	64,461	101,729	106,781	100	77.7	68.5	65.1	73.8	80.9	88.3	101.4	102.8	107.9	+ 5.0
Saskatchewan .....	90,210	48,555	67,459	74,563	100	66.2	59.5	53.8	59.4	65.6	70.9	70.8	74.8	82.7	+ 10.5
Alberta .....	99,333	61,872	88,433	92,843	100	74.6	67.2	62.3	69.3	72.9	79.3	86.6	89.0	93.5	+ 5.0
British Columbia .....	131,414	83,418	123,239	131,748	100	81.9	64.8	63.5	71.6	77.7	84.9	97.2	93.8	100.3	+ 6.9
CANADA, TOTAL .....	1,370,066	900,496	1,295,969	1,375,550	100	81.6	68.7	65.7	74.7	78.9	86.2	98.7	94.6	100.4	+ 6.1
Amusement, photo. & sport goods .....	4,278	2,464	4,251	4,221	100	82.9	67.7	57.6	64.0	68.6	78.4	90.3	99.4	98.7	- 0.7
Automotive .....	20,990	13,473	22,426	24,368	100	84.3	65.3	64.2	74.4	80.6	89.9	101.3	106.8	116.1	+ 8.7
Chemicals and paints .....	8,387	7,743	10,554	12,984	100	84.1	74.7	92.3	108.0	117.5	127.6	139.4	125.8	154.8	+ 23.0
Drugs and drug sundries .....	27,973	22,139	29,645	31,363	100	96.3	85.2	79.1	83.4	88.7	95.2	105.7	106.0	112.1	+ 5.8
Coal and coke .....	50,252	42,881	54,449	59,313	100	87.9	83.9	85.3	101.6	103.9	110.9	119.1	108.4	118.0	+ 8.9
Dry goods and apparel .....	102,358	64,396	77,793	86,650	100	79.0	65.3	62.9	71.6	73.7	77.3	84.8	76.0	84.7	+ 11.4
Electrical .....	22,982	9,973	25,001	25,738	100	78.4	52.2	43.4	56.6	65.0	83.4	112.2	108.8	112.0	+ 2.9
Farm supplies .....	16,037	8,719	13,207	12,054	100	87.2	64.8	54.4	67.6	69.5	65.4	93.3	82.4	75.2	- 8.7
Foods .....	540,820	377,670	515,146	545,021	100	83.4	70.6	69.8	78.1	82.2	89.3	98.7	95.3	100.8	+ 5.8
Furniture and house furnishings .....	13,632	7,293	11,319	11,933	100	76.7	58.0	53.5	64.2	69.0	74.6	89.9	83.0	87.5	+ 5.4
General merchandise .....	13,478	8,668	14,801	16,463	100	78.1	69.0	64.3	76.1	82.3	95.6	111.5	109.8	122.1	+ 11.2
Hardware .....	65,943	38,025	61,852	66,149	100	76.5	59.4	57.7	70.1	74.7	85.0	100.3	93.8	100.3	+ 6.9
Jewellery and optical goods .....	10,858	6,935	12,782	14,502	100	85.8	67.8	63.9	77.3	89.4	104.8	124.9	117.7	133.6	+ 13.5
Leather and leather goods .....	7,377	5,325	6,620	7,701	100	76.8	67.2	72.2	80.9	88.3	92.9	107.8	89.7	104.4	+ 16.3
Lumber and building materials .....	51,872	18,912	36,114	39,170	100	73.8	44.1	36.5	47.9	53.2	66.0	80.9	69.6	75.5	+ 8.5
Machinery, equipment & supplies .....	59,321	21,789	51,678	53,879	100	55.1	40.7	36.7	47.4	56.9	66.9	91.2	87.1	90.8	+ 4.3
Metals and metal work .....	14,059	6,017	13,728	16,841	100	71.2	52.0	48.5	69.4	79.1	91.2	127.0	97.6	119.8	+ 22.7
Paper and paper products .....	22,462	17,263	23,715	25,323	100	92.7	82.3	76.9	85.2	89.5	94.8	107.3	105.6	112.7	+ 6.8
Petroleum products .....	230,169	163,315	227,493	223,711	100	83.8	78.0	71.0	76.5	77.5	82.2	94.9	97.2	98.8	+ 1.7
Plumb. & heat. equip. & supplies .....	14,512	5,508	10,638	11,767	100	75.5	44.1	38.0	46.9	52.1	62.6	80.7	73.3	81.1	+ 10.6
Tobacco and confectionery .....	45,870	32,165	49,247	52,274	100	89.1	76.5	70.1	77.3	84.1	90.3	102.8	107.4	114.0	+ 6.1
Waste materials .....	10,118	6,335	8,758	10,951	100	78.7	52.3	62.6	83.1	96.1	126.7	147.6	86.6	108.2	+ 25.0
All other .....	16,318	12,688	18,534	19,392	100	86.2	79.6	77.8	85.7	93.0	102.1	118.4	113.6	118.8	+ 4.6

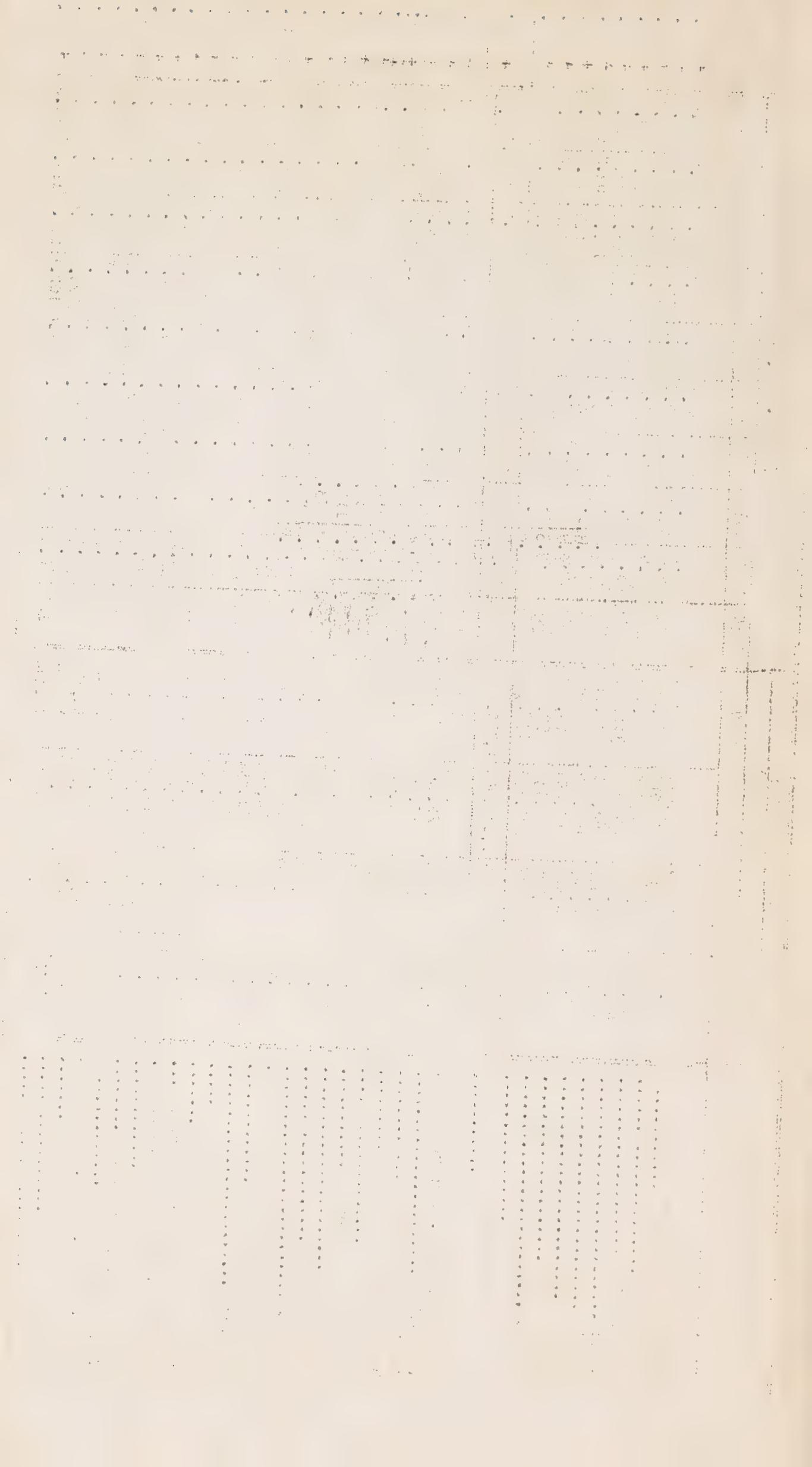


Table 2.—CANADA—Total Sales and Sales Indexes by Kinds of Business  
(In thousands of dollars)

	Indexes' of Sales (1930 = 100.0)										Per Cent Change 1939/38
	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	
Total	1,579,566	900,426	1,225	859	1,375	550	100	81.6	60.7	65.7	74.7
Amusement, photographic & sporting goods	4,278	2,464	4,254	4,254	4,224	100	82.9	67.7	57.6	64.0	78.4
Automotive	20,990	13,473	22,426	21,368	100	84.3	65.3	64.2	74.4	80.6	90.3
Automotive equipment and parts	13,953	11,894	20,062	21,626	100	83.9	64.9	62.8	73.1	88.7	101.3
Tires	2,037	1,579	2,344	2,742	100	88.1	69.3	77.5	86.1	97.8	101.4
Chemicals and paints	8,337	7,743	10,554	12,934	100	84.1	74.7	92.3	108.0	117.5	127.6
Drugs and drug sundries	27,973	22,139	29,645	31,363	100	96.3	85.2	79.1	83.4	88.7	95.2
Coal and coke	50,252	42,881	54,449	59,313	100	87.9	83.9	85.3	101.6	103.9	110.9
Dry goods and apparel	102,358	64,396	77,793	86,650	100	79.0	65.3	62.9	71.6	73.7	84.8
Clothing & furnish. (inc. mill. & shoes)	24,451	16,703	20,343	22,710	100	83.5	72.4	68.3	75.8	80.5	85.3
Dry goods (inc. notions & piece goods).	77,907	47,693	57,450	63,940	100	77.7	63.0	61.2	70.3	71.6	74.8
Electrical	22,982	9,973	25,001	25,738	100	78.4	52.2	43.4	56.6	65.0	83.4
Farm supplies	16,037	8,719	13,207	12,054	100	87.2	64.8	54.4	67.6	69.5	65.4
Foods	540,820	377,670	515,146	542,021	100	83.4	70.6	69.8	78.1	82.2	89.3
Groceries	223,838	184,436	230,748	247,966	100	87.7	79.4	82.4	87.8	90.8	97.3
Dairy and poultry products	48,771	32,185	43,928	45,939	100	81.4	69.4	66.0	66.5	74.4	83.8
Fruits and vegetables	99,102	63,176	87,723	94,626	100	83.5	70.1	63.7	72.9	72.9	84.0
Meats and fish	169,109	97,873	152,747	156,490	100	78.4	59.6	57.9	71.5	76.6	83.4
Furniture and house furnishings	13,632	7,293	11,319	11,933	100	76.7	58.0	53.5	64.2	69.0	74.6
General merchandise	13,478	8,668	14,801	16,463	100	78.1	69.0	64.3	76.1	82.3	95.6
Hardware	65,943	38,025	61,852	66,149	100	76.5	59.4	57.7	70.1	74.7	85.0
Jewellery and optical goods	10,858	6,935	12,782	14,502	100	85.8	67.8	63.9	77.3	89.4	104.8
Optical goods	8,078	4,430	8,905	9,853	100	82.9	60.6	54.8	68.5	81.2	97.7
Leather and leather goods	2,780	2,505	3,877	4,649	100	94.0	88.7	90.1	103.0	113.4	125.3
Lumber and building materials	7,377	5,325	6,620	7,701	100	76.8	67.2	72.2	80.9	88.3	92.9
Machinery, equipment and supplies	51,872	18,912	36,114	39,170	100	73.8	44.1	36.5	47.9	53.2	47.9
Commercial & service equip., & supplies.	59,321	21,789	51,678	53,879	100	55.1	40.7	36.7	47.4	56.9	66.9
Farm machinery and equipment	6,710	3,521	5,160	5,446	100	78.3	63.1	52.5	60.3	67.8	74.3
Professional equipment and supplies	14,305	2,698	13,347	13,283	100	21.0	21.6	18.9	26.9	41.8	47.9
All other machinery, equipment & supplies	30,496	7,815	5,849	7,977	100	91.2	77.1	74.9	83.1	88.4	94.6
Metals and metal work	14,059	6,817	13,723	13,347	100	71.2	52.0	48.5	69.4	79.1	91.2
Paper and paper products	22,462	17,263	23,745	25,323	100	92.7	82.3	76.9	85.2	92.5	105.6
Petroleum products	239,159	163,315	223,712	227,713	100	83.8	78.0	71.0	76.5	94.9	97.2
Plumbing & heating equipment & supplies	14,512	5,508	10,638	11,767	100	75.5	44.1	38.0	46.9	62.6	80.7
Tobacco and confectionery	45,670	32,161	49,247	52,227	100	89.1	76.5	70.1	77.3	102.8	107.4
Waste materials	16,418	18,753	16,318	19,534	100	78.7	52.3	62.6	83.1	96.1	126.7
All other	12,688	12,388	12,318	12,888	100	86.2	79.6	77.8	85.7	93.0	113.6



Table 3.—MARITIME PROVINCES — Total Sales and Sales Indexes by Kinds of Business  
(In thousands of dollars)

Kind of Business	Total Net Sales (Estimated)								Indexes' of Sales (1930 = 100.0)								Per cent Change, 1939/1938
	1933	1938	\$	\$	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	103.7	+ 10.4	
Total .....	92,302	62,666	86,691	95,724	100	85.6	70.3	67.9	77.0	80.3	88.0	92.3	93.9	103.7	+ 10.4	+ 10.4	
Automotive .....	1,609	975	1,564	1,677	100	75.3	62.7	60.6	65.4	75.0	83.0	93.2	97.2	104.2	+ 7.2	+ 7.2	
Drugs and drug sundries .....	2,112	1,445	1,765	1,887	100	92.6	82.5	68.4	72.4	73.0	77.5	88.1	83.6	89.3	+ 6.9	+ 6.9	
Coal and coke .....	561	448	490	529	100	94.9	87.2	79.9	82.4	85.4	90.7	95.0	87.3	94.3	+ 8.0	+ 8.0	
Dry goods and apparel .....	3,665	2,171	2,697	3,193	100	78.6	62.4	59.2	67.0	71.7	76.2	84.1	73.6	87.1	+ 18.4	+ 18.4	
Farm supplies .....	792	576	814	654	100	88.7	75.4	72.7	87.3	81.0	92.7	99.4	102.8	82.6	- 19.7	- 19.7	
Foods .....	49,380	34,685	46,849	51,507	100	84.6	70.0	70.2	78.0	80.4	87.9	97.3	94.9	104.3	+ 9.9	+ 9.9	
Groceries .....	27,282	21,717	28,411	31,040	100	86.3	77.0	79.6	86.6	88.5	96.0	106.5	104.1	113.8	+ 9.3	+ 9.3	
Dairy and poultry products .....	1,857	1,083	1,398	1,833	100	56.3	58.3	60.5	70.2	72.8	85.7	95.3	63.7	- 15.4	- 15.4	- 15.4	
Fruits and vegetables .....	7,218	4,049	6,366	7,797	100	79.7	59.7	56.1	65.2	67.2	77.4	83.8	81.7	88.2	+ 7.9	+ 7.9	
Meats and fish .....	13,323	7,836	11,140	12,918	100	87.9	63.1	60.2	69.8	72.3	79.0	87.1	85.5	99.2	+ 16.0	+ 16.0	
Furniture and house furnishings .....	984	563	833	855	100	90.6	63.2	57.2	69.7	71.4	77.2	89.9	84.7	86.9	+ 2.6	+ 2.6	
General merchandise .....	1,330	870	1,232	1,250	100	76.1	63.2	65.4	74.6	79.5	95.7	97.1	92.6	96.0	+ 1.5	+ 1.5	
Hardware .....	8,082	4,607	6,179	6,778	100	84.0	60.2	57.0	67.8	67.5	76.6	86.8	76.5	83.9	+ 9.7	+ 9.7	
Jewellery and optical goods .....	307	221	324	392	100	87.3	73.3	72.0	83.7	87.9	94.1	108.1	105.5	127.7	+ 21.0	+ 21.0	
Lumber and building materials .....	1,544	512	923	1,056	100	84.3	41.7	33.2	47.7	50.1	59.3	75.3	59.8	68.4	+ 14.4	+ 14.4	
Machinery, equipment and supplies .....	1,786	701	1,190	1,232	100	64.9	49.8	39.2	52.2	54.0	66.5	78.9	66.6	69.0	+ 3.5	+ 3.5	
Paper and paper products .....	924	678	936	1,003	100	90.2	80.3	73.4	84.6	84.7	90.7	101.1	101.3	108.5	+ 7.2	+ 7.2	
Petroleum products .....	15,641	11,918	17,639	20,144	100	93.2	82.4	76.2	89.0	97.3	104.2	123.4	112.8	128.8	+ 14.2	+ 14.2	
Tobacco and confectionery .....	1,628	1,053	1,471	1,571	100	89.1	72.7	64.7	71.0	78.8	89.4	90.4	96.5	+ 6.8	+ 6.8		
All other .....	1,957	1,243	1,785	1,996	100	83.0	64.8	63.5	70.8	76.7	89.5	105.1	91.2	102.0	+ 11.8	+ 11.8	



Table 4.—QUEBEC — Total Sales and Sales Indexes by Kinds of Business  
 (In thousands of dollars)

Kind of Business	Total Net Sales (Actual) 1930 1933 1938 1939					Indexes of Sales (1930 = 100) 1930 1931 1932 1933 1934 1935 1936 1937 1938 1939										Per cent Change 1939/1938
	\$	\$	\$	\$	\$	100	83.7	69.4	65.9	74.7	77.7	84.7	100.2	93.1	98.8	+ 6.2
Total .....	385,229	254,696	359,637	381,767	100	100	88.5	78.8	62.4	70.2	72.9	93.6	101.1	109.5	102.8	- 6.1
Amusement, photographic & sporting goods	787	491	862	809	100	100	79.8	59.3	58.0	60.4	61.1	72.2	84.7	89.4	91.1	+ 1.8
Automotive .....	3,690	2,140	3,300	3,361	100	100	79.8	77.8	97.4	121.8	130.7	144.9	157.3	140.0	169.3	+ 21.0
Chemicals and paints .....	4,150	4,042	5,808	7,028	100	86.4	77.4	93.8	75.0	76.4	79.8	81.6	91.0	89.0	93.1	+ 4.6
Drugs and drug sundries .....	9,159	6,869	8,154	8,529	100	93.8	81.4	81.9	78.0	90.2	87.2	87.6	98.7	89.7	101.9	+ 13.6
Coal and coke .....	26,712	20,835	23,960	27,219	100	85.8	81.9	78.0	78.0	70.8	70.7	74.0	77.8	86.1	77.0	+ 13.3
Dry goods and apparel .....	45,569	27,701	35,085	39,745	100	79.2	63.4	60.8	60.8	60.8	62.8	66.9	62.3	124.4	108.7	- 1.8
Electrical .....	5,935	2,748	6,453	6,337	100	82.5	56.3	46.3	46.3	46.3	70.4	72.6	78.0	110.4	97.9	- 13.4
Farm supplies .....	4,959	3,099	5,605	4,854	100	85.7	68.6	62.5	62.5	62.5	70.4	72.6	78.0	113.0	97.9	- 13.4
Foods .....	151,570	107,397	147,173	154,237	100	35.1	72.3	70.9	70.9	70.9	80.9	89.7	102.9	97.1	101.8	+ 4.8
Groceries .....	49,991	37,807	45,284	47,441	100	86.7	74.7	75.6	75.6	75.6	78.4	84.1	93.8	90.6	94.9	+ 4.8
Dairy and poultry products .....	37,018	24,432	31,873	35,028	100	82.3	70.3	66.0	64.1	72.3	83.4	99.5	86.1	94.6	+ 9.9	
Fruits and vegetables .....	23,193	16,235	23,228	24,436	100	88.9	78.1	70.0	80.1	80.1	84.0	91.5	107.6	100.2	105.4	+ 5.2
Meats and fish .....	41,368	28,923	46,788	47,332	100	83.6	67.8	69.9	86.5	90.0	101.0	114.4	102.9	113.1	114.4	+ 1.2
Furniture and house furnishings .....	5,661	2,881	5,202	5,358	100	77.9	57.9	50.9	63.9	70.3	76.6	98.6	91.9	94.6	+ 3.0	
General merchandise .....	4,740	2,455	3,522	3,987	100	72.2	59.6	51.8	59.8	60.0	66.8	81.2	74.3	84.1	+ 13.2	
Hardware .....	15,213	8,687	13,920	15,066	100	81.0	61.5	57.1	66.7	70.0	79.2	92.5	91.5	98.6	+ 7.8	
Jewellery and optical goods .....	3,427	2,167	3,229	3,348	100	87.5	72.9	63.2	73.9	83.0	91.0	94.2	97.7	97.7	+ 3.7	
Leather and leather goods .....	3,054	1,909	2,221	2,723	100	76.2	61.4	62.5	66.6	75.2	76.3	97.6	72.7	89.2	+ 22.6	
Lumber and building materials .....	13,440	4,271	8,243	9,735	100	72.1	40.8	31.8	41.8	43.7	52.3	69.9	61.3	72.4	+ 18.1	
Machinery, equipment and supplies .....	14,767	5,323	10,282	10,633	100	64.8	40.3	36.0	44.5	49.8	58.4	85.3	69.6	72.0	+ 3.4	
Metals and metal work .....	8,424	4,178	6,781	8,097	100	70.1	53.3	49.6	68.5	73.6	83.3	113.4	80.5	96.1	+ 19.4	
Paper and paper products .....	6,009	4,405	6,245	6,495	100	92.0	79.2	73.3	82.4	87.7	91.8	106.2	103.9	108.1	+ 4.0	
Petroleum products .....	37,398	28,759	40,322	38,548	100	95.4	85.8	76.9	88.9	85.2	87.2	107.0	107.0	103.1	- 4.4	
Plumbing and heating equipment & supplies .....	5,431	2,113	3,739	4,206	100	77.5	45.9	38.9	47.3	50.9	61.5	83.4	68.8	77.4	+ 12.5	
Tobacco and confectionery .....	8,292	5,804	9,222	10,043	100	91.0	76.9	70.0	72.4	80.5	87.0	103.6	111.2	121.1	+ 8.9	
All other .....	7,842	6,422	10,309	11,469	100	85.1	75.1	81.9	95.4	109.4	127.0	150.9	131.5	146.3	+ 11.3	



Table 5.—ONTARIO - Total Sales and Sales Indexes by Kinds of Business  
(In thousands of dollars)

Kind of Business	Total Net Sales (Estimated)			Indexes of Sales (1930 = 100.0)						Per cent Change 1939/38		
	1930 (actual)	1933	1938	\$	1930	1933	1934	1935	1937	1938	1939	%
Total	471,678	324,828	468,781	492,524	100	84.4	70.9	68.9	79.4	83.2	91.2	104.3
Amusement, photographic & sporting goods	2,764	1,553	2,550	2,632	100	82.0	65.5	56.2	60.8	65.3	71.5	92.3
Automotive	8,414	5,690	9,557	10,652	100	89.9	68.8	67.6	80.4	94.9	106.6	126.6
Chemicals and paints	2,951	2,626	3,428	4,587	100	80.8	71.8	89.0	95.6	106.6	115.1	133.8
Drugs and drug sundries	9,194	8,181	12,439	13,243	100	102.4	97.4	89.0	97.5	106.8	119.0	125.1
Coal and coke	17,156	18,220	25,646	27,233	100	93.6	92.1	106.2	133.8	132.8	135.3	144.1
Dry goods and apparel	25,047	22,906	26,104	22,425	100	81.2	66.4	65.4	72.8	141.2	158.8	158.2
Electrical	11,124	4,639	12,727	12,625	100	79.0	47.8	43.5	54.8	62.5	73.7	74.5
Farm supplies	8,634	4,317	5,477	5,269	100	92.2	62.8	50.0	67.1	65.8	80.9	84.0
Foods	167,966	116,770	156,425	162,949	100	84.2	71.7	69.5	80.9	83.7	89.7	96.5
Groceries	65,161	55,590	76,345	71,311	100	83.2	81.9	95.4	93.1	94.8	99.6	109.5
Dairy and poultry products	7,120	4,464	7,310	6,711	100	90.7	65.8	62.7	70.2	77.7	82.1	96.4
Fruit and vegetables	32,456	22,362	29,518	30,660	100	82.5	73.9	68.9	79.9	81.3	91.1	96.2
Meats and fish	63,279	34,354	52,262	54,258	100	81.4	59.2	54.3	70.1	74.2	79.7	88.8
Furniture and house furnishings	4,517	2,593	2,536	3,225	100	75.2	59.8	57.4	60.7	72.6	84.9	86.9
General merchandise	4,453	3,229	6,541	7,058	100	82.5	74.1	72.3	87.1	97.1	117.4	142.8
Hardware	16,261	8,749	15,024	15,971	100	75.6	55.4	53.8	65.6	71.0	82.9	146.9
Jewellery and optical goods	5,412	3,343	7,133	8,406	100	84.0	62.7	61.8	76.8	91.0	101.1	158.5
Lumber and building materials	24,319	8,559	16,945	18,204	100	73.3	41.4	34.4	47.9	54.9	69.6	158.2
Machinery, equipment and supplies	17,317	9,034	17,423	18,708	100	73.6	58.9	52.2	65.5	75.2	83.7	155.3
Metals and metal work	4,602	1,997	5,427	7,126	100	68.5	48.8	43.4	65.5	83.2	100.8	146.1
Paper and paper products	9,383	7,150	9,462	10,272	100	91.6	80.5	76.2	84.8	88.8	93.3	105.4
Petroleum products	79,226	66,768	92,005	87,752	100	67.4	85.6	84.3	87.4	86.6	92.4	108.4
Plumbing & heating equipment	4,669	2,003	4,070	4,587	100	85.5	50.2	42.9	55.6	61.5	73.0	113.6
Tobacco and confectionery	22,272	15,657	24,587	26,295	100	83.0	70.3	79.5	79.9	87.5	93.6	122.0
Waste materials	6,464	4,169	5,616	7,082	100	84.5	64.5	54.5	88.3	101.0	117.7	149.9
All other	8,915	6,465	8,220	8,405	100	84.1	76.9	72.5	75.8	82.3	88.6	94.3



Table 6.—PRAIRIE PROVINCES — Total Sales and Sales Indexes by Kinds of Business  
(In thousands of dollars)

Kind of Business	Total Net Sales (Estimated)								Indexes of Sales (1930 = 100.0)								Per cent Change 1939/1938
	1930 (Actual)	\$	\$	\$	\$	1933	1938	1939	1930	1931	1932	1933	1934	1935	1936	1937	1938
Total	288,503	174,888	257,621	274,187	100	73.0	65.2	60.6	67.7	73.4	79.8	86.7	89.3	92.0	94.4	96.4	97.9
Automotive	5,239	3,436	6,085	6,689	100	83.1	67.1	65.6	79.2	89.1	98.3	104.1	116.1	127.7	137.1	142.7	149.9
Chemicals and paints	398	210	274	267	100	64.8	54.6	52.6	66.0	66.8	72.9	68.8	72.1	76.1	77.1	78.8	80.9
Drugs and drug sundries	4,098	3,000	3,794	4,014	100	91.3	81.2	73.2	74.1	78.2	84.3	87.7	92.6	98.0	105.8	112.4	119.2
Coal and coke	5,705	3,298	4,298	4,371	100	79.7	68.2	57.8	60.5	72.7	78.7	82.5	75.3	76.6	77.4	78.7	80.7
Dry goods and apparel	13,407	8,859	10,374	10,549	100	75.9	72.4	66.1	75.0	74.2	81.4	85.2	77.4	78.7	80.7	81.7	83.7
Electrical	2,285	1,074	2,393	2,852	100	70.4	52.8	47.0	59.5	72.1	91.4	97.3	104.7	124.8	137.1	149.2	159.2
Farm supplies	614	1,463	1,120	1,146	100	61.9	57.4	42.0	50.4	72.1	45.9	67.4	78.3	76.6	82.3	87.3	92.3
Foods	123,932	81,173	123,486	124,246	100	82.8	71.4	71.4	71.2	79.0	85.9	93.0	100.5	99.6	106.4	116.8	126.8
Groceries	54,976	49,171	63,263	67,082	100	82.2	86.2	89.5	89.5	95.4	102.1	109.9	115.7	115.7	115.7	115.7	115.7
Dairy and poultry products	1,205	970	1,732	1,677	100	92.8	73.8	80.5	80.5	112.5	118.0	116.8	141.7	143.7	139.2	139.2	139.2
Fruits and vegetables	26,711	14,825	21,643	24,833	100	83.9	65.0	55.0	66.1	73.2	80.3	80.3	80.3	80.3	80.3	80.3	80.3
Meats and fish	31,046	16,207	26,876	27,654	100	64.4	50.3	52.2	62.5	73.0	79.2	89.5	86.6	89.1	91.2	92.9	94.9
Furniture and house furnishings	11,277	596	747	760	100	63.2	50.4	46.7	56.1	57.1	59.4	58.5	59.5	59.5	61.7	64.4	67.1
General merchandise	2,739	2,986	3,295	3,954	100	82.1	82.1	80.0	72.5	96.4	97.9	109.5	120.3	120.3	144.4	144.4	144.4
Hardware	16,073	20,351	15,333	16,312	100	71.2	66.8	64.4	78.6	82.8	90.5	95.5	95.4	101.5	101.5	101.5	101.5
Jewellery and optical goods	1,127	1,353	1,363	1,590	100	71.2	66.8	64.4	78.6	86.6	97.8	111.4	118.4	120.9	140.2	140.2	151.9
Leather and leather goods	1,726	2,087	2,402	2,402	100	86.9	94.5	98.1	110.2	112.2	118.7	129.4	118.6	136.6	136.6	136.6	136.6
Lumber and building materials	5,700	3,225	5,526	5,956	100	70.3	56.0	56.0	71.6	72.1	82.7	83.4	96.9	104.5	104.5	104.5	104.5
Machinery, equipment and supplies	21,130	4,893	18,825	19,300	100	30.5	25.4	23.2	31.9	44.7	51.6	74.1	89.1	91.3	91.3	91.3	91.3
Paper and paper products	3,527	2,927	4,093	4,531	100	92.5	90.2	83.0	90.3	94.2	102.1	111.6	116.0	128.5	130.7	130.7	130.7
Petroleum products	75,078	38,365	52,369	55,145	100	69.6	64.0	51.1	53.9	60.3	63.1	69.8	73.5	75.3	75.3	75.3	75.3
Plumbing & heating equipment & supplies	2,604	740	1,430	1,597	100	57.5	32.8	28.4	40.6	47.0	53.3	54.9	61.3	61.3	61.3	61.3	61.3
Tobacco and confectionery	8,791	6,400	8,720	9,452	100	79.6	72.8	78.6	83.3	88.9	95.2	99.2	107.5	107.5	107.5	107.5	107.5
All other	2,171	1,224	1,985	2,090	100	75.0	59.7	64.7	76.2	90.0	101.2	91.4	96.3	96.3	96.3	96.3	96.3



Table 7.-BRITISH COLUMBIA - Total Sales and Sales Indexes by Kinds of Business  
 (In thousands of dollars)

Kind of Business	Total Net Sales (Actual)								Indexes of Sales (1930 = 100.0)								Per Cent Change 1939/1938
	1930	1933	1938	1939	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1937	1938	1939
Total .....	141,414	83,418	123,232	131,748	100	81.9	64.8	63.5	71.6	77.7	84.9	97.2	93.8	100.3	+ 6.9		
Automotive .....	2,038	1,232	1,890	1,989	100	79.2	59.5	60.5	70.0	72.0	85.6	97.3	92.7	97.6	+ 5.2		
Chemicals and paints .....	875	852	1,029	1,085	100	92.8	78.9	97.4	105.2	114.9	115.2	121.9	117.6	124.0	+ 5.4		
Drugs and drug sundries .....	3,410	2,644	3,493	3,685	100	95.3	85.1	77.5	82.5	86.2	92.2	104.3	102.4	108.1	+ 5.5		
Dry goods and apparel .....	4,670	2,759	3,533	3,738	100	70.6	56.9	59.1	65.3	70.7	79.1	85.9	75.7	80.0	+ 5.8		
Electrical .....	3,415	1,205	3,161	3,626	100	74.5	58.5	35.3	49.0	64.3	81.8	98.6	92.6	106.2	+ 14.7		
Foods .....	57,972	37,645	51,203	55,082	100	81.0	63.6	64.9	70.7	75.4	80.7	92.0	88.3	95.0	+ 7.6		
Groceries .....	26,484	20,151	27,444	31,092	100	88.3	70.3	76.1	80.2	83.4	91.4	106.5	103.6	117.4	+ 13.3		
Dairy and poultry products .....	1,571	1,236	1,615	1,340	100	84.1	77.2	78.7	78.3	79.6	85.6	104.9	102.8	85.3	- 17.0		
Fruits and vegetables .....	9,524	5,705	7,464	8,322	100	75.4	59.5	59.9	65.4	74.6	76.5	86.5	78.4	87.4	+ 11.5		
Meats and fish .....	20,393	10,553	14,580	14,328	100	73.8	55.6	51.7	60.2	64.5	68.4	74.8	72.0	70.3	- 2.4		
Furniture and house furnishings .....	1,193	660	1,001	1,035	100	79.9	55.6	55.3	84.7	94.7	94.9	89.0	100.1	83.9	86.8	+ 3.4	
Jewellery and optical goods .....	585	413	776	728	100	89.7	73.7	70.6	84.3	94.9	104.8	122.4	124.4	132.6	+ 6.6		
Lumber and building materials .....	6,320	2,345	4,477	4,219	100	79.6	57.9	37.2	50.4	67.3	73.5	71.0	66.9	66.9	- 5.8		
Machinery, equipment and supplies .....	4,321	1,838	3,958	4,056	100	64.4	40.2	42.5	58.5	68.9	83.7	102.5	91.6	92.7	+ 1.2		
Metals and metal work .....	867	552	1,331	1,392	100	94.9	56.6	63.6	99.3	107.2	114.6	158.7	153.5	160.6	+ 4.6		
Paper and paper products .....	2,619	2,103	2,979	3,122	100	99.8	86.0	80.3	86.5	91.5	98.2	113.3	113.7	119.2	+ 4.8		
Petroleum products .....	22,826	17,485	23,376	25,901	100	92.3	80.9	76.6	84.2	89.4	91.5	100.6	102.4	113.5	+ 10.8		
Plumbing & heating equip. & supplies .....	1,209	412	1,119	1,057	100	64.5	34.4	34.1	51.2	67.0	90.8	92.6	87.4	- 5.5			
Tobacco and confectionery .....	4,888	3,251	4,853	5,003	100	85.0	74.2	66.5	73.3	80.3	86.7	96.9	99.3	102.4	+ 3.1		
All other .....	14,216	8,022	15,108	16,032	100	73.4	52.3	56.4	72.7	80.4	93.7	114.5	106.3	112.8	+ 6.1		











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